

C.O.C.A. TIMES

COIN OPERATED COLLECTOR'S ASSOCIATION

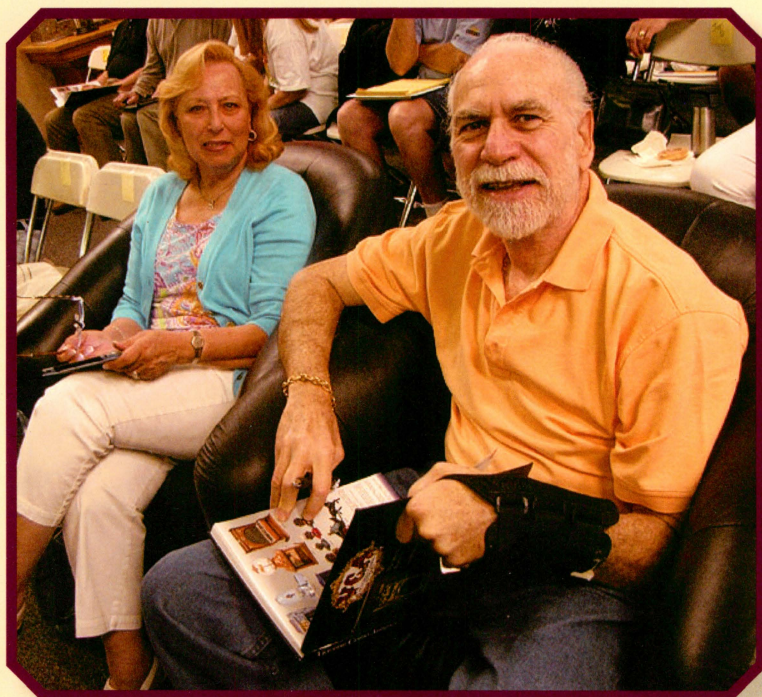
VOLUME II

ISSUE 2

July 2012

\$14.95

VICTORIAN CASINO ANTIQUES AUCTIONS THE MEL & ANNE GETLAN COLLECTION!



The Getlans are long time New York collectors who recently moved and decided to downsize their holdings to better fit their new space. What's more, Mel has other collecting interests outside of Coin-Op, among them napkin rings and stamps. He recently donated his collection of over six thousand St. Louis World's Fair items to the Missouri State Museum in Jefferson City, MO.

In this Issue:

Getlan Collection <i>Larry Lubliner</i>	4
End of Prohibition <i>Johnny Duckworth</i>	6
The Investor <i>Bill Howard</i>	9
Watling/Brooklyn Scale <i>Jim & Merlyn Collings</i>	10
Caille's Later Model Slot Machines <i>Patrick Deshay</i>	12
Chicagoland, March 2012 <i>Jack Kelly</i>	14
Restoring the Exhibit Supply Bicycle Trainer <i>Jon Huppenthal</i>	18
The Illusion of Motion <i>Roger Smith</i>	20
Tales of the Hunt <i>Hosted by Jack Freund</i> My Vending Times <i>Joel Finkel</i>	24
Shock! She Wrote <i>John Peterson</i>	26
Boyce & Its Unique Machines <i>Bill Howard</i>	30
Mr. Columbus <i>Scott Carson</i>	32

Through every step of the process from appraisal to the actual auction we will be... **DEDICATED TO YOU & YOUR COLLECTION**



SOLD \$47,600



SOLD \$8,050



SOLD \$24,000



SOLD \$4,900



SOLD \$14,375



SOLD \$15,500



SOLD \$5,750



SOLD \$5,500



SOLD \$43,700



SOLD \$42,550

What we deliver

- Extended Auction Preview
- Unparalleled Client Service
- Superior Collection Assessment
- Utmost care in the Handling of your items
- Unrivalled Experts
- Detail-Oriented Cataloging Staff
- Professional On-site Photography
- In-house Graphic Design Team
- Skilled Marketing & Ad Campaigns
- Extensive Global Database
- Multiple bidding options

MORPHY

AUCTIONS

2000 North Reading Road • Denver, PA 17517

Tel: 717-335-3435 • Fax: 717-336-7115

morphyauctions.com • morphy@morphyauctions.com

ACCEPTING QUALITY CONSIGNMENTS

Visit our website for more information

C.O.C.A. TIMES

3712 W. SCENIC AVE., MEQUON, WISCONSIN 53092

Phone: (262) 242-3131 OR E-mail: Bedvibr8or@aol.com

Message from Our President....

Hello again, and welcome to all of our new members. I feel that great times are ahead for our hobby. With coin-op devices being featured on popular TV shows such as American Pickers, American Restoration, and Pawn Stars, interest in collecting coin-op is sure to grow as viewers are exposed to these appealing, fascinating and nostalgic machines. With coin-op devices having been widely used for more than a century, for most people they have become a part of everyday life and aren't thought of as collectible, but shows such as these are giving coin-op devices a fresh look. Having been built for such diverse purposes as gambling, vending, weighing, playing music, challenging our abilities, and entertaining, and with themes related to almost everything imaginable, our hobby has something for everyone.

Our spring meeting at the Chicagoland Show was once again a big success with the program dedicated to bringing our members up to date on two of the club's recently changed programs. Bill Petrochuk guided us through an on-line tour of what the redesigned C.O.C.A. website has to offer, focusing on the expanded content sections for articles, an extensive calendar of upcoming coin-op events, links to member's sites, auction catalogs with prices realized, useful coin-op resources links, and member's profile pages. Bill also encouraged members to become more active in using the free classifieds and gave a demonstration of how to post ads and upload accompanying photos, which is a feature that has greatly improved the classifieds section. The ability of both members and non-members alike to both list and view our website classifieds provides a very useful tool for those of us seeking or selling machines and parts. Contact information in the ads is only visible while logged in, so non-members do not have access to seller's information without joining the club. Maintaining an active classifieds section will almost certainly drive up our website usage and attract new members. Along with Bill's presentation, I gave a short presentation on how we plan to market the club going forward. We've already begun to make changes with a

new 4-page full-color flyer, display ads in Antique Week and Antique West, and a full-color postcard highlighting our new website that we're mailing to past members. Our efforts are working and we've gained 30 members in less than 60 days to bring our membership to 685 as of this writing. If you would like to help out by placing flyers or postcards in your coin-op business or show setups, or know of publications that we should consider for additional advertising, please let me know.

Marsha Blau, our Convention Chairperson, has finalized plans for C.O.C.A.'s ninth annual convention being held August 17-19 in Minneapolis Minnesota. With the help of our hosts, Larry and Ryan Gustafson, Marsha has put together another great weekend of events. The collections of DuWayne Bakke, Larry Bieza, Larry Gustafson, Ryan Gustafson, Kevin Hammerbeck, Rob Lahammer, and Bill Nunn will be available for viewing. Room to room selling is scheduled, a no-fee auction will be held following Friday's dinner at the hotel, and Saturday's banquet will once again be a major highlight of the convention. This year, Marsha has scheduled the banquet on a Mississippi River cruise, a chance to see the Minneapolis skyline from the water, complete with great food and live music. Time is running out quickly to make reservations, but if you would like to attend the convention, Marsha should still be able to fit you in.

As we move through the summer months, I hope all of you are finding new and exciting treasures during your vacation travels.

Happy Hunting!

Doug Cain
COCA President
330.837.2265
president@coinopclub.org



DEADLINE FOR NEXT ISSUE: August 10, 2012

VICTORIAN CASINO ANTIQUES AUCTIONS THE GETLAN COLLECTION!

By Larry Lubliner

The Mel and Anne Getlan coin-op collection, comprised of more than 300 lots, went under the hammer the weekend of May 4th at Victorian Casino Antiques in Las Vegas, NV. Not since Sotheby's Auction of the Smith Collection in September 1994 has there been a sale of such magnitude and importance in the world of coin-op collecting.

The auction was well attended with over 400 floor bidders and 1400 internet bidders participating. It provided a glorious opportunity for many of the "old time" collectors and dealers of Coin-Op to gather, swap stories and catch up with acquaintances and their families. Before the Getlan collection was put up, VCA owner Peter Sidlow, better known to his friends as "Pedro," called for a 10 minute break so the "old timers" could gather up front for a group photo.

After the photo session, paddles flew. The star of the collection was a Caille Globe cast iron trade stimulator, of which very few are known. It sold for \$85,000.00 (prices mentioned will not include buyers premium). The machine is relocating to a new home in Colorado.

The old cigar vending machines were the surprise of the sale. Collector Ken Rubin bought six of the seven pre-1916 machines for his upcoming book, *Silent Cigar Salesmen* due out sometime in early 2013. Rubin says the first coin operated cigar vendor debuted in 1883.

All seven machines sold for a total of \$155,000.00, broken down as follows: Pope Cigar Vendor, 1909, \$27,500; B.F. Schwab & Co., 1889, \$12,500; Bank Note Cigar Vendor, 1900, \$25,000; Bishop & Kline "Little Clerk," 1895, \$25,000; Doremus Automatic Vending Co., 1901, \$30,000; Jackson "Honest Clerk," 1905, \$17,500; and Standard Vending Machine Co., 1915, \$17,500.

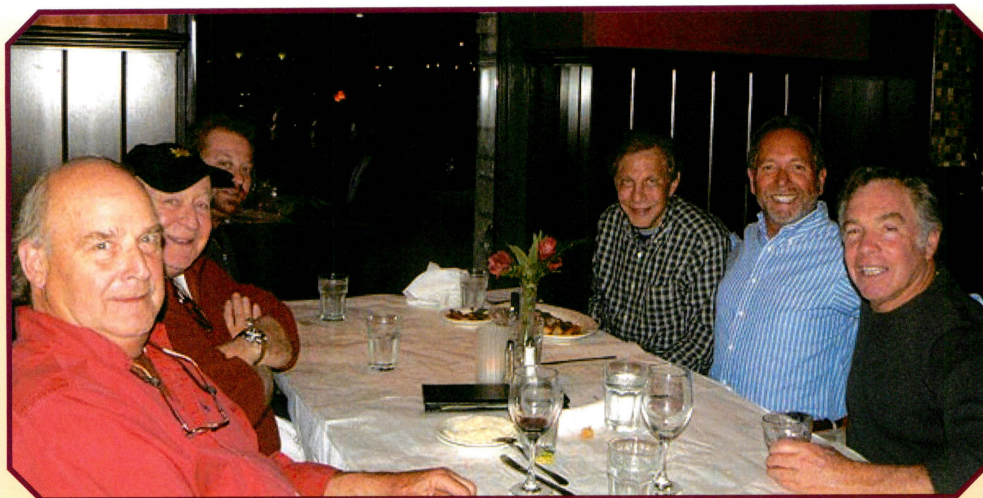
Other items of interest from the Getlan Collection included a coin operated Bicycle Pump, which brought \$14,000.00; a Caille "Jockey," which garnered \$17,500.00; Mills Hy-Lo machine sold for \$12,500.00 and a Mills perfume vendor brought \$9,000; a Blinkey Eye gum machine was hammered down at \$25,000.00; The Little Duke cast iron card machine raked in \$27,500.00; and a Caille New Century Detroit fetched \$17,500.00.

The cover of the hardbound catalog featured a machine called The Auto Doctor, which sold for \$12,500.00. The matching cabinet, brought \$6,000.00.

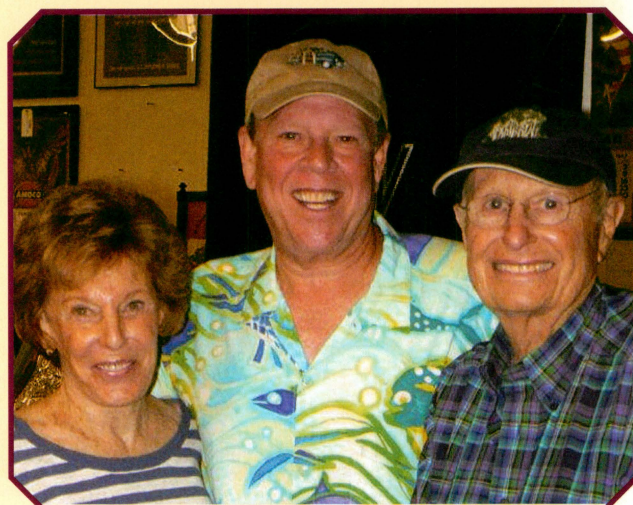
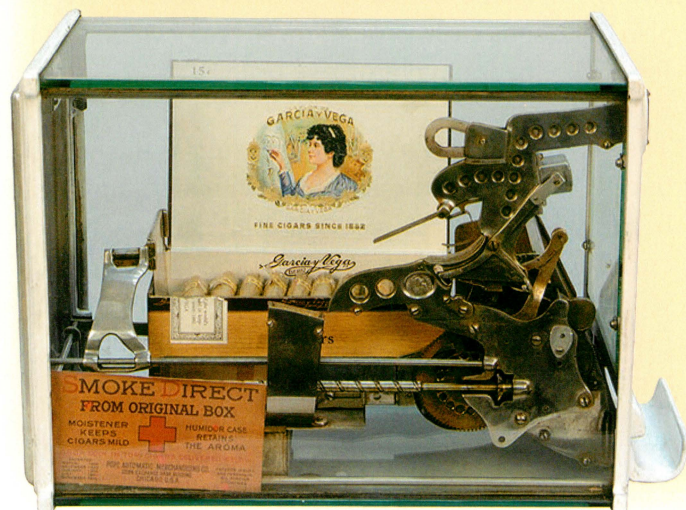
The steal of the collection was a 1-cent Trophy Tower Sales Corp. razor blade dispenser. Pictured in Bill Ennis' book, *Silent Salesman*, and perhaps the only one known, it went begging at \$1,300. All in all, the Getlan collection brought over one million dollars.

The auction spanned three days and included 1500 lots. Some of the other highlights included Caille Centaur/Eclipse 25 cent double upright slot machine with music, which fetched \$75,000.00; Caille's Little Roulette, brought in \$30,000.00; a Wm. Demuth zinc cigar store Indian, circa 1870, which sold for \$29,000.00; a Regina upright music changer, selling for \$8,500.00; a set of 3 Kit Carson poker chips for \$600; and an oval tin lithographed advertising tray, "The Cream of Kentucky," featuring an almost bare-breasted lady brought spirited bidding, closing at \$4,800.

The auction was a huge success – financially speaking and otherwise. From the beautiful hardbound auction catalogue to the limo service provided to and from various hotels, the event was first class in every way. Victorian Casino Antiques has set the bar very high.



Photos submitted by
Larry Lubliner and
Sandy Lechtick



The End of Prohibition

By Johnny Duckworth



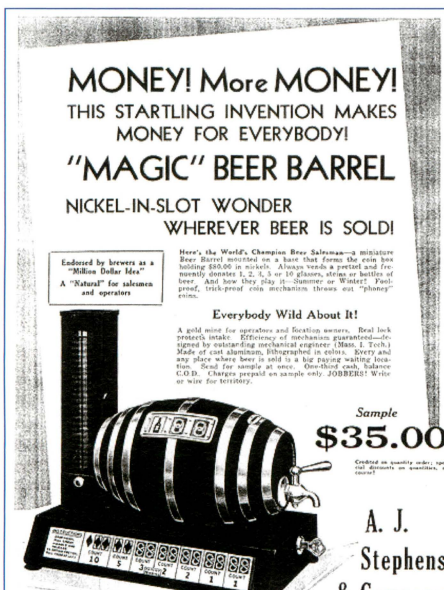
Eighty-Six years ago, the A. J. Stephens Company located in Kansas City, Missouri created two very unique trade stimulators for all of us to enjoy in our collections today. Prohibition ended in December of 1933 and the Stephens Company introduced the "Magic Beer Barrel" the following year. This small little countertop machine practically screams, "prohibition has ended" with the body of the machine shaped as a beer barrel lying on its side, a vender filled with pretzels on the left, and a beer tap hanging out the right end of the barrel. The machine had so much success that they went on to create a cigarette version as well called the "Cigarette Keg".

Both machines have lots of character and have become quite popular with collectors over the years. The advertised flyers stated that the machines would boost sales for both beer and cigarettes while only costing \$12.50 each; they could hold \$80.00 worth of nickels in

the cash box, and were also noted for paying out 50% in merchandise. You will notice one of the flyers shown has the beer barrel priced at \$35.00; this would have been very steep for an aluminum trade stimulator in the 30's.

The machines are very simple to play; simply drop a nickel in the slot, pull the handle on the beer tap and the reels will spin. On the beer barrel version the player is trying to win one, two, three, five, or ten beers and in the process will also get a pretzel from the vender on the left side, if desired. Some of the instruction cards will have the beer payouts changed in favor of the store owner. This was done simply by pasting different beer counts over the paper payout card in front. The first reel on the left shows beer bottles and beer mugs to determine if the payout will be in the form of a bottle or a draw. The other two reels on the right show pretzels with five different colored backgrounds. Simply match two of the same colors on the reels to win. There are also diamonds shown on all three reels which can make for a large beer payout of five or ten.

The cigarette keg has the same design as the beer barrel but it's dressed a little different with an orange painted barrel with black stripes. The player is trying to win cigarettes instead of beer in this little machine and they will also get a pretzel or candy on every play, if desired. Five different cigarette packs are placed on the three reels as well as a cigarette instruction card on the lower front. To win you simply need to line up three packs of Lucky Strike, Twenty Grand, Old Gold, Camel, or Chesterfield which will pay one, two, or three packs depending on the brand. Two of a kind can also be lined up on the left and center reels to win one pack.





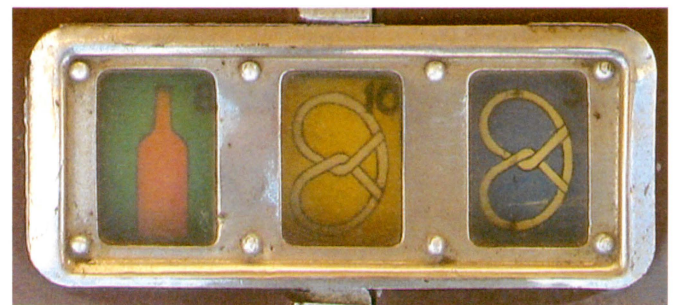
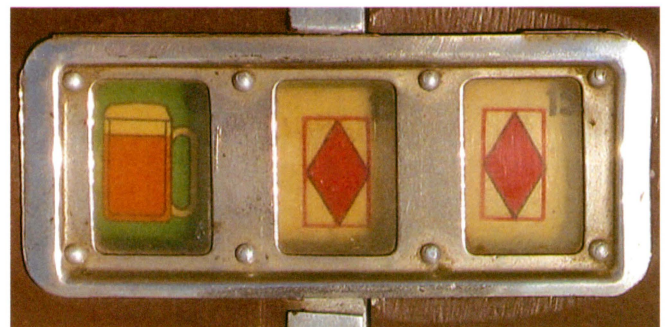
There were quite a few of these machines sold, as the serial numbers look to have reached just over 3,000. I have located quite a few known serial numbers for this article with a huge thanks going to all the C.O.C.A. members who were willing to share their information. The cigarette kegs have a special numbering system with a C starting before the serial. The lowest number observed on a cigarette keg has been in the low 2,700 range so these look to have been produced towards the end of production. It took two years to pry my first Cigarette Keg out of a collector in South Dakota. I then located another one in North Carolina and former "El Presidente" was kind enough to let it come back home to Kansas City. I just wonder how many more cigarette kegs are lurking out there in collections today.

A.J. Stephens was born in Versailles, Missouri where his father ran a local drugstore. He left home in 1903 at the young age of 12 to live with his uncle Wyan in Kansas City. Three years later his family would move to Independence, Missouri located just outside of Kansas City and he moved back in with them at that time. He would travel into the city by train where he worked for the Missouri Pacific Railroad at the roundhouse in the east bottoms. He also became life-long friends with Harry Truman who also happened to be from Independence, before Mr. Truman entered the office as president.

A. J. Stephens started out building store fixtures and then moved into manufacturing tires which became a big business for him. At one time he had 256 associ-

ated stores that sold his tires until Sears, Western Auto, and Montgomery Wards jumped in. His factory located at 14th and Chestnut not only produced tires but they produced several other products as well, including these great trade stimulators. The A.J. Stephens factory also did a lot of government work during the war making duffle bags and aircraft parts. Montgomery Wards would put a stop to all his success when they ordered a million dollars worth of tires. Stephen's went out and spent \$600,000 on rubber and fabric only to have the bottom fall out of rubber when it then went from 67 cents a pound to 8 cents a pound. The order was cancelled and he lost almost a half million dollars.

The beer barrel and cigarette keg are two great looking machines which would display well in anyone's collection. I want to thank everyone again who took the time to send me serial numbers and I would also like to thank Tom Gustwiller for his help digging up the Stephens flyers. The last time my wife and I stopped to visit Tom and Bev they were kind enough to put us up in the penthouse suite...thank you!!! If you have any serial numbers you would like to share please email me at Johnny@kccoinop.com or call 816-835-3316.



More of the Beer & Cigarette Barrels



TESTED AND PROVED MONEY MAKERS!

New Sensational "Cigarette Keg"!

BOOSTS CIGARETTE SALES—KEEPS BUSY!

Here's the coin machine that takes all prizes as the greatest Cigarette Salesman of all! Always ready! Always happy! Never gets a groan... never gets a headache... it's always on the job, at all hours... never stops for lunch... never stops for a rest... keeps right on working—selling, selling, selling. And here it takes in the money! Coins have value \$0.05... (protected by a real lock). A nickel often gets THREE packs of cigarettes... frequently TWO, and ONE, when enough to make the CIGARETTE KEG a real pal to smokers everywhere. Women like to work it... just like men. It runs easily, too, for each coin inserted. Vastly increases Cigarette Sales.

Wholesale Price \$12.50 Each

Famous "Magic Beer Barrel"

NICKEL-IN-SLOT WONDER BOOSTS BEER SALES

Put it on a bar or counter and watch the coins roll in! A real minimum beer barrel that attracts from 1 Glass, Beer or Bottle to 10 Glasses, Beers or Bottles of Beer. Simply insert a nickel in the coin slot and the dial whirles the lucky customer gets the beer. In any case, no repeating pennies would come from the front lever on the left.

Stephens "Magic" Beer Barrel is the most novel, unique, fascinating coin-operated sales stimulator ever invented for the beer business. Operation: Insert this newly patented machine a new and quick profit. The whirled coin dial, beautiful, designed machine attracts beer barrel mounted on the bar which keeps the coin bar (Dial) rolling in circles. (See photo—must be kept in motion). Barrel keeps rolling quickly. Play combinations, insert beer often enough to please anybody. None visible in barrel where combinations are displayed. Get your coin in for length of time. Then rolling on the table and can be quickly placed a bank of "Magic" Beer Barrels.

Wholesale Price \$12.50 Each



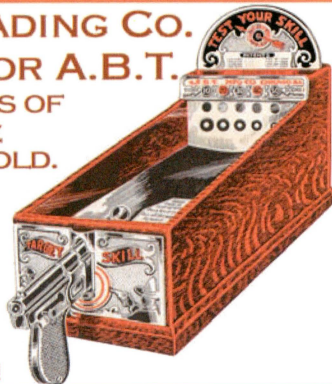
CROW RIVER TRADING CO.

YOUR SOURCE FOR A.B.T.
PARTS FOR ALL MODELS OF
A.B.T. AND J.F. FRANTZ
GAMES BOUGHT AND SOLD.

LITERATURE AND
MEMORABILIA ALSO.
GAMES RESTORED.
GUNS REPAIRED.

TEL: 888-596-4992
FAX: 952-931-7948

WWW.CROWRIVER.COM



www.RetroDecals.com
Fresh Waterslide Decals
Hundreds of Styles
For all Coin-Ops



THE INVESTOR

by Bill Howard

In the March, 2002, C.O.C.A. magazine, Ken Rubin wrote one of the most informative articles I have enjoyed entitled "Automatic Stored - Energy Drop-Coin Machines," saluting 53 coin-operated devices that fit into this category and include many "treasures" in the eyes of all serious collectors.

Ken called this category "SEAMS" and defined it as including "those machines that have a self-operating mechanism containing an internal motive force to drive it," eliminating the play by play involvement of the owner operator. In defining and discussing the category, he distinguished it from what I consider to be an even more ingenious and basic category, "gravity powered machine" that rely simply on the mere weight of the coin to activate and play the machine.

They are a smaller group of automatic coin-ops that utilized gravity as the means to dispense a product or pay out. (They) are the simplest mechanisms ever made in coin-op machines.

Sometimes, simple can mean better, and I think this is especially true of gravity powered slot machines. One example are the various forms of "3 for 1" slot machines that were so popular at the beginning of the Twentieth Century. Another is the brilliantly imagined "Investor", the subject of the article.

Charles T. Maley proved to be one of a number of manufacturers when he introduced "The Investor" in 1892. "The Investor" is featured on page 108 of Every Picture Tells a Story. What separates it from the pack is that it is a slot machine that requires the player to do nothing other than to drop the coin into the machine. The gravity of the coin causes the operation and the payout. No other action or energy is required. And, unlike the "3 for 1" slots, the jackpot was not limited to three coins.

Some of "The Investor" machines not manufactured by Maley were called "The Bonanza" and the "Little Casino." Speculation is that as many as five different manufacturers may have had a hand in this machine.



The simple principal of this machine is that losing coins drop and collect in five different tray compartments inside 1/4 inch glass. Unlike other coin-drops, these trays hang delicately on individual pivot pins underneath that depend on random weight to activate the tray by causing it to tip and dump the coins collected because of the gravity caused by the fall of the winning coin. No muss, no fuss in the form of springs to wind or knobs to turn. The trays were adjusted to hold various amounts of coins before the weight of the winning coin caused the tray to dump the coins into the curved wood trough underneath to be scooped up by hand.

These machines were made of quarter sawed oak and were not painted or adorned with a metal front, as was true of the "Little Casino", which, in my opinion, cannot match the looks of "The Investor". Metal trim adorns the front of the machine, as do two metal labels at the top front and very bottom underneath the curved wood payout trough. For those who appreciate the beauty of quarter sawed oak and workmanship of wood, this machine is at the head of its class. It has no cashbox.

One of the features I like about "The Investor" is the cynical way in which it stays ahead of the curse of all coin-machine operators - the cheat. Because of the delicate balance of the pinion trays necessary for random dumps to activate the payoff, a clever grifter need only bang on the side of the machine to "coax" a winner with or without a coin being played. Even if he were not successful with his skullduggery, his abuse of the machine was sure to shorten its life span. But wait! The manufacturer fitted the sides with cast iron sharp spikes to discourage this behavior. The cast iron spikes were part of the "design" on the side, attached to the wood and black in color.

One of these rare and wonderful machines recently turned up in the Chicagoland parking lot until rescued into the collection of friend Bob Pelegrene.

My machine is pictured above. As my book suggests, its picture tells a story of an ingenious but incredibly simple mechanical concept that proved to be so unique among early slot machines.

Watling/Brooklyn Weighing Machine Co. Scale

ca. 1920

by Jim & Merlyn Collings



This unique scale with a baseball theme was reportedly found in Minnesota at an amusement park or tourist attraction. Years later a prominent scale collector and friend, Jeff Storck bought it at the Chicago Jukebox Show. (Photo 1)

(Photo 2) shows the head, face and playfield of the penny drop on the metal column. The nickel-plated marquee sign says: "BROOKLYN WEIGHING MACHINE CO." Surrounding the porcelain face is the nickel-plated bezel. On the face it says: "WATLING SCALE CO." "Chicago, ILL. U.S.A." with patent dates ranging from 1916 to 1920. It also has: "Dial patented Oct. 5, 1920". This Watling scale model #5 obviously had international appeal since it was also patented in Great Britain, Germany, France & Canada. The Watling Supreme Plain Weigher Model #12 used the exact same face as the Watling Model #5. See C.O.C.A. Times, Vol. 8, Issue 1, March 2007, page 24 for the article about the Model #12 Watling porcelain scale. In all probability the Brooklyn Weighing Machine Co. used the Watling Model #5 and converted it with the Esco baseball penny drop.

In (Photo 3) the baseball diamond is shown close-up. The "Play Ball" feature says: "SECOND BASE, OUT ON THIRD, OUT ON FIRST, AND SAFE AT HOME" - in the green playing field it also says: "ROLL COIN DOWN TO HOME" - the penny at this point is above the "second base" slot. The patron "carefully" works the knob at the bottom of the playfield, to get the penny into the "free play" money cup. There are five levels - it takes a bit of skill!

The knob above the baseball diamond has imprinted on it: "ESCO SALES CO. DISTRIBUTORS", Patterson, N.J. On the bottom of the playfield, on the left, it says: "MNF'D BY BROOKLYN WEIGHING" and on the right it says: "PAT'S APL'D FOR MACHINE CO. BROOKLYN, NY."

The Watling/Brooklyn Weighing Machine Co. scale Model #5 has a metal octagon head with metal sides. The words on the sides read: "YOUR CORRECT WEIGHT/TEST YOUR SKILL/FOR YOUR MONEY BACK". The cash box is located on the lower right under the word "FOR". (Photo 4) on the metal backdoor it says: "MNF'D BY BROOKLYN WEIGHING MACHINE CO., BROOKLYN, N.Y.". (Photo 5) right below the money cup and above the footplate is a baseball player in a batting position. (Photo 6) it says on the column: "STEP UP TO PLAY". The nickel-plated footplate is extremely ornate. (Photo 7) inscribed on the plate is "BROOKLYN WEIGHING MACHINE CO."

Imagine having a combination scale and trade stimulator with a baseball theme. What could be better?!

Thanks again to Jeff Storck for his continual support.

Photo 1

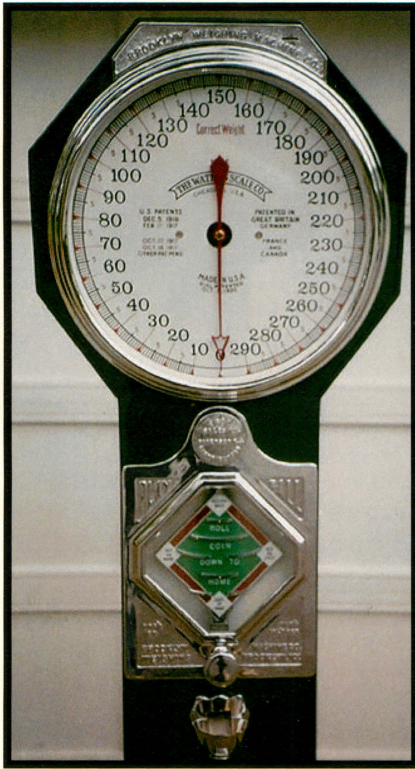


Photo 2

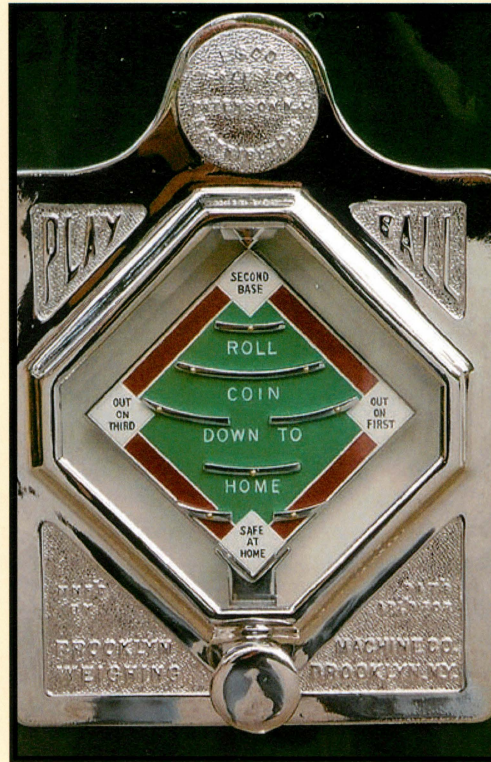


Photo 3



Photo 4



Photo 5



Photo 6



Photo 7

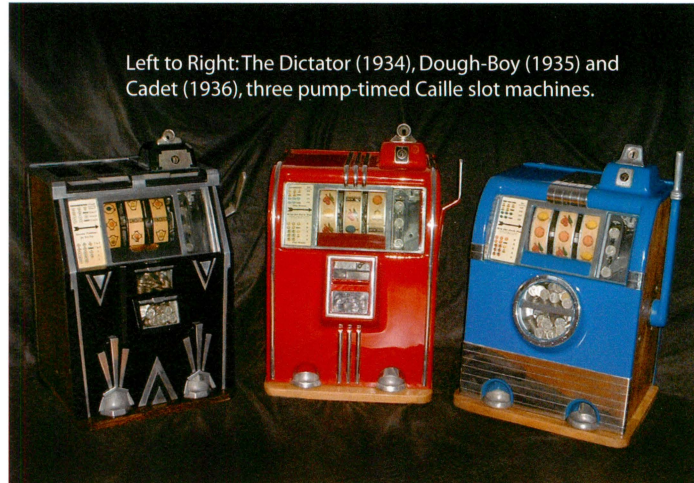
Happy Scale Collecting!

Caille's Later Model Slot Machines: The Mysteries and Miseries of the Pump

By Patrick Deshayé

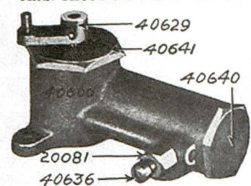
The later model Caille slots-- in particular those produced by the Caille Bros. Co. after their acquisition by Fuller-Johnson in 1932-- are treated by many antique slot collectors as if they were a pack of flea-bitten stray dogs. Nary a positive word can be found in print or anywhere else for all of the Dough-Boys, Cadets and Commanders out there: "undesirable" and "ugly" are typical descriptors. Some antique slot dealers on the internet appear to pretend these machines don't exist at all. Though there are signs that attitudes may be less dismal among unprejudiced novice collectors ("They're sleepers!" squawked one veteran dealer who ought to know), the reputation of the '30s line of Cailles is somewhat justified. Adolph Caille sold his company along with the right to use his own name-- going on to found AC Novelty-- and apparently took along with him any tendency to design and manufacture a smooth-running mechanism. The resulting products from Caille's Detroit facility were not "superior": many critical parts were reproduced in lunky, easily-bent metals and the jackpot mechanisms in particular became a Rube Goldberg nightmare of loose-fitting hardware, often jamming or malfunctioning in ways that could incite spontaneous acts of vandalism. Indeed, just keeping a collection of 1934-1939 Cailles running can be a hobby in itself, as I've discovered. Yet, despite all the other causes for concern, most antique slot aficionados reserve their ire for the "pump" as the sole source of endless trouble and blame that device alone for the demise of the entire Caille slot line.

The "pump," known formally as the "Full-Floating Governor," is a hydraulic timer designed to take the place of the mechanical "clock" timer found in all other mechanical slots. Naturally, the intended advantage sought was a smooth, silent operation... "silence" being a major selling point at the time. Hence the Caille Silent Sphinx model was produced in 1932 from a dependable Superior mechanism in a stylishly redecorated Art Deco-Egyptomania cabinet to include the first Caille pump. The newfangled pump device was to remain (with some modification) in all models produced after the Fuller-Johnson acquisition; these include the Dictator, Dough-Boy, Cadet, Commander, Console, Play-Boy and Knockout Deluxe models.



Left to Right: The Dictator (1934), Dough-Boy (1935) and Cadet (1936), three pump-timed Caille slot machines.

IMPORTANT
MAKE NO ADJUSTMENTS ON THE FULL-
FLOATING GOVERNOR OTHER
THAN THOSE SUGGESTED BELOW

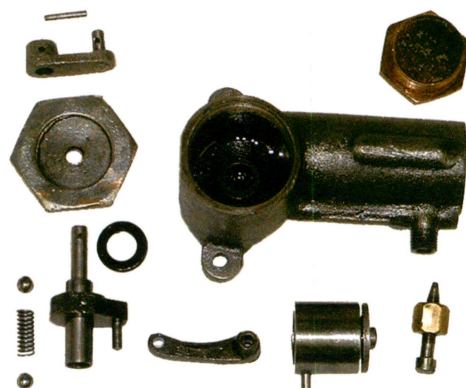


READ CAREFULLY
The Full-Floating Governor, which replaces the old clock-works governor, is of special design and constructed to give long satisfactory service. No gears or ratchets are required, hence extreme silence.
The only adjustment the operator or mechanic should attempt to make is turning to right or left the Valve Stem 40636 to regulate the duration of spin of reels.
A very slight turn (possibly 1/32 of an inch) to right will allow reels to spin a longer time.
Turning the Valve Stem to left shortens the spinning time of reels.
This Valve stem may be turned back or forth until the correct spin is obtained.
Under no circumstances attempt to put oil or other fluid into the Governor, as this requires a non-freezing solution made especially for the purpose. The Governor has been properly filled at the factory and this will last indefinitely.
No adjustments should be made to the inner parts of Governor. Removing either End Cap might result in leakage. Do not take apart.
In event of damage to Governor, write or wire for replacement and return the damaged one. Any other information required will be sent on request.

The internal function of the pump device-- which from the outside resembles a decapitated manatee fetus-- can be deduced from the arrangement of its parts. It is comprised of a piston driven by a crankshaft/conrod into a cylinder, which forces fluid through a narrow gallery back to the crankcase. The piston is perforated at the top; a disc-shaped cap opens like a valve on the return stroke (Fig. A), when the slot machine lever is pulled. This cap then passively seals the top of the piston at the start of the pressure stroke (Fig. B), at which point all fluid is forced to pass through the gallery, which can be further restricted with a needle valve adjustment screw: this is the sole means of varying the cycle speed. There is also an acceleration or release phase built into the device: the bore of the cylinder opens slightly at about 1/3 of stroke, allowing another set of three small perforations in the side of the piston to transmit fluid back to the crankcase (Fig. C). For this reason, anyone holding a pump in hand and pushing the crank forward will feel very stiff resistance for the first few degrees of its travel, which will then suddenly release as if it has come apart inside; this odd and unexpected reaction may seem like a malfunction to anyone unfamiliar with the device, but it is actually necessary for the proper timing of the slot machine cycle.

So, what could have gone wrong with Caille's smooth, silent hydraulic solution to the problem of noisy, ratchety clockworks in slot machines? Stories abound. Some say the hex cap to the crankcase was too thin and would wear an oval gap around the crankshaft, allowing the hydraulic fluid to seep out. Loss of fluid causes the machine cycle to initiate much too early, making the first stop slam down after only a fractional turn of the reel and converting the escalator into a nickel catapult. Apparently evaporative loss could also occur or the pump contents would congeal over time for other reasons-- restorers have reported opening pumps to find only a soft mass of dirty jelly inside.

Regarding the hydraulic fluid itself, there are a few legends that have made the rounds. It is reported that the original stuff was so malodorous as to knock a buzzard off an outhouse. There is a claim circulating that the original factory fluid was sperm whale oil, which is now illegal to obtain, rendering authentic refurbishment practically impossible. However, Caille factory literature clearly indicates "a non-freezing solution made especially for the purpose," and since sperm oil turns to solid wax at a mere 37 degrees F, it is a poor fit, except perhaps as a minor constituent of the mixture. Having chemically analyzed samples of what is almost certainly authentic (and certainly very strong-smelling) hydraulic fluid from a



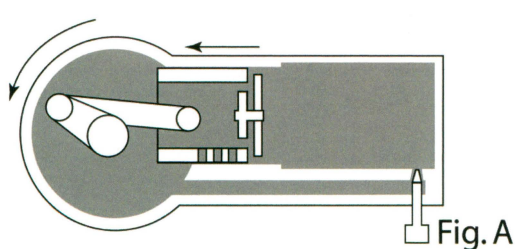


Fig. A

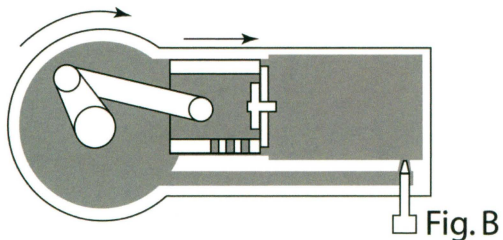


Fig. B

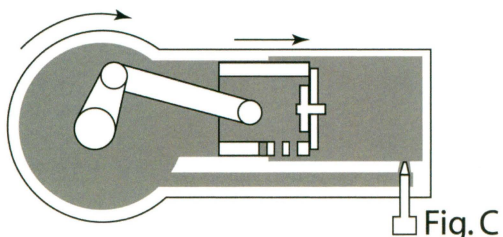


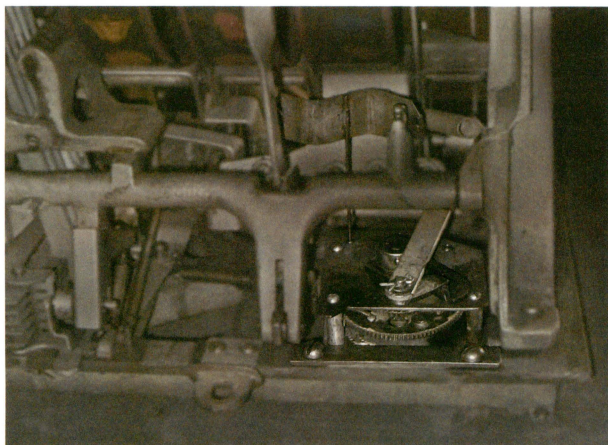
Fig. C

derelict pump and finding matches to glycol ethers, alcohols and light oils, I am convinced that it was merely an early variation of brake fluid. The passing resemblance of the pump device to an automobile brake master cylinder and the Caille Co.'s factory location at Detroit's industrial center-- and the fact that Dodge, Chrysler and Plymouth featured hydraulic brakes by 1932-- persuades me that Caille's engineering team simply got with the program and applied the then-current hydraulic technology to their mech designs. Indeed, the original, highly-pungent and aromatic pump liquid I've drained and tested is comparable only to brake fluids in its paint-stripping capacity.

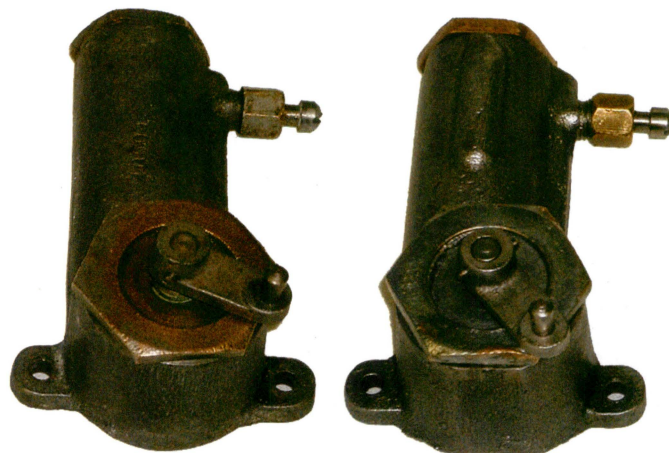
The Detroit auto connection doesn't end there, of course. Richard Bueschel republished plenty of ephemera demonstrating the extent to which the Caille Bros. Co. of the 1930s went entirely automotive in style if not substance. They hired an automotive designer, George W. Walker (later a VP at Ford) who applied the modern paint and trim styling to the cabinets and made the jackpots look like headlights. The company turned out new models of slots on a yearly basis in typical Detroit fashion and even named the models as if they were cars. Unfortunately, many collectors find the looks of a Cadet or a Commander more reminiscent of a school bus than a shiny new sports car. Did the contemporaneous Depression Era gamblers and operators show similar disdain for these products from the Motor City? As if to avoid inevitable bad jokes, Caille eliminated all of the "lemons" from the reels of the Play-Boy model. That would've been toward the end of Caille's slot production career, by which time word of their growing reputation for unreliability must certainly have reached them.

By 1937, with the Commander model in production, the Caille engineers were apparently already responding to concerns over the pump. It is likely that timing problems between the pump and mechanism had accumulated because not only was the pump redesigned to include an additional, dedicated shunt gallery along the top of the cylinder casting (we might call this the "humpback" style of pump, found on Commanders, Play-Boys and Knockouts) but adjustable shoes were added to the reel stops on the mechs so that they could be advanced or retarded in the cycle. No such adjustments are possible with Dictators, Dough-Boys or Cadets, however; for those models, if you don't have an optimally functioning pump, you have the option of adding shims to the reel stops where they engage the operating fork (to mimic the effect of the adjustable shoes included on the later models) or replacing the pump outright with a mechanical clock. Ironically, substituting a mechanical Mills or Jennings clock solves most timing problems handily in all pump-regulated Caille models.

While I wanted this to be a useful and informative article, I have to admit that there are pump issues for which I can offer no resolution whatsoever. For a pump functioning at optimum, all needle valve adjustments should only cause the reels to spin for a longer or shorter period before the first reel stop engages, with no ensuing lag to the completion of the cycle. In my experience, only pumps with unopened crankcases (such as my factory-sealed 1935 pump) consistently maintain this level of operation. All refurbis, reseals and rebuilds I've made start the cycle slightly too rapidly and/or delay dropping the coin into the escalator at the end, irrespective of the viscosity or composition of the hydraulic fluid. I have a pump taken from a junked Cadet which I have rebuilt many times over, perfectly sealing the hex caps with viton O-rings and refilling with various grades of off-the-shelf hydraulic fluids and even trying out several experimental concoctions... no matter, it always starts too fast and/or ends too slowly compared with a sealed, original unit, as if there were some sort of missing seal (or fugitive sealant) originally provided between the piston and cylinder--? I can only speculate. So, for me anyway, the mysteries and miseries of the pump remain.



Example of a mechanical clock substituted for the pump in a Caille Commander mechanism. Note the relocated attachment point of the first reel stop spring, to make room for the fan.



Typical early (L) and later "humpback" style (R) pumps compared.

BUYERS & SELLERS ARRIVE EARLY FOR SEMI-ANNUAL CHICAGOLAND SLOT MACHINE, JUKEBOX & ADVERTISING SHOW

By Jack Kelly

Although the semi-annual Chicagoland Slot Machine, Jukebox & Advertising Show didn't officially start until Friday, March 30, many shoppers and vendors arrived early.

Dave Gaudet, a jukebox collector, drove 15 hours from Winnipeg, Manitoba, Canada, to arrive at St. Charles, Ill., on Thursday, stating, "This is like Christmas Eve, and I just can't wait until tomorrow to see all the surprises."

But the surprises were more of the weather-related, as hard-core early buyers combing the parking lot for bargains before dawn were hammered with rain, then hail -- and then more rain.

Many early buyers and sellers quickly moved inside at 7a.m. for the official start of the show, which ran from March 30 through April 1.

Some people came to buy, shop and deliver. The father-son team of Benjamin and Lloyd Thoburn, Hagerstown, Md., delivered a truckload of jukeboxes that had been purchased previously by European buyers. The drive to Illinois took 12 hours. The men were assisted by Benjamin's girl friend and assistant, Ann Ramirez to display and offer three 1930s Watling Tom Thumb Scales priced from \$350 to \$450 each; a 1959 Wurlitzer 2304 jukebox for \$1,100, and a 1940s Manley Popcorn machine, circa 1940s, for \$950. The younger Thoburn said he had been assisting his father since he was 5 or 6 years old, adding, "It's something that gets in your blood."

Another long distance visitor took 9 hours to get to St. Charles -- by air! Philippe LeRay flew to the show from Ste. Maur, France, to shop for coin operated trade stimulators, slot machines and "any other item that

caught my eye." The visitor from France said he was planning to travel onto the famed Roundtop, Texas, series of antique shows after spending several days at the Chicagoland event.

Folks with deep pockets stopped to consider the 1895 cast iron 6-foot-tall Mutoscope arcade machine brought to St. Charles by Robert Wendland of Stevensville, Mich. The crank handle Mutoscope, fully restored early predecessor to a video machine, could put on a show at your place for \$25,000. Wendland said it was "the first model made and weighs about 300 pounds." People with a smaller purse could take home a 1940-50s Pepsi-Cola shooting gallery, restored, with legs for \$2,500.

If you had \$5,000 to spare, you could choose between two different vending machines offered by Paul Hindin of Mequon, Wisc. -- a cast iron 1935 7-inch tall Nut House peanut machine, shaped like a house; and a "one of only two known" 13-inch-tall 1912 Clifford Pierce gumball machine. Hindin said the spring Chicagoland show was "really great, one of my better shows."

"I bring stuff that's affordable" said John Fifer, of Cleveland, Ohio, as he pointed out four different slot machines: a 1940s Mills Black Cherry, \$1,150; a 1940s Pace, \$800; a late 1940s Mills Diamond Front, \$1,300, and a Mills National Conversion Front, \$1,300. The dealer said business was "up and down," adding, "it's not like it used to be."

It was a short drive to the show for Randy Ross, of nearby Hampshire, Ill., who celebrated his 15th year at the show by offering a fully restored 1950s Vendo Coke machine for \$1,800 and a Vendo 44, also 1950s vintage, for \$3,600.

Many collectors like the look of the showy 1947 Ajax Triple Nut Machines, and they could choose from five examples “barn fresh” and in need of restoration for \$750 each. Dealer Scott Tidball of Franklinton, N.C., offered the machines along with various others plus “close to 1,000 pounds of peanuts and gumballs” at the Chicagoland show.

“This is kind of like a working vacation -- we like it.” Said dealer Mark Bennette of Roscoe, Pa. Many people stopped at his booth to look over three different 1930s coin operated trade stimulators: a Cent-A-Smoke, \$850, a Hol-E-Smoke, \$1,200, and a Chicago Club House, \$1,250.

“I drove straight through the night 1,100 miles to get here,” said Steve Hartley of Pensacola, Fla. While many collectors would boast about showing a desirable Rockola 1428 jukebox, Hartley showed off two! A restored example was priced at \$7,500 while another in need of restoration was marked “sold” for \$4,500. Harley said he has been setting up at Chicagoland for four years and said the show was “right up there on my friend’s list.”

Still another long-haul driver, Robert Sledge of Florence, Ala., also “drove 11 hours straight through” with a load of vintage advertising signs. Many shoppers stopped at his booth to admire the 3-by 5-foot self-framed 1940s tin Coca-Cola advertising sign that he ranked “an 8 _ out of 10” for \$1,200, and a 1952 Double Cola tin 3-by 5 foot sign, “an 8 _ out of 10,” also for \$1,000.

“It was a heavy load coming in and a lighter one going back” chuckled Bob Bergquist, of Ironwood, in the Michigan Upper Penninsula. The dealer brought five pinball machines and three jukeboxes to the show and purchased a 1930s Mills Lion Front slot machine to take home. Bergquist said his visit included plans to “bring some stuff home to the grandkids.”

Shoppers that were looking for vintage farm literature and farm toys were drawn to the booth of Dale

Robinson. The dealer, a member of the Robinson family which owns and operates the Kane County Flea Market, also in St. Charles, showed off an early 1950s countertop John Deere farm tractor priced \$175, a Tru-Scale die-cast tractor and drag for \$125, and a selection of 1920-1960s farm literature priced from \$5 to \$150 per sheet. Robinson spent the weekend splitting his time between the Chicagoland show and the market at the nearby fairgrounds.

A larger toy, a restored 1940s pedal car airplane, complete with a leather jacket-wearing war time kid-size mannequin, was brought to Chicagoland by Dick Carmosino, New Richmond, Ohio, and priced at \$1,495. The dealer also pointed with pride to a heavily detailed 6-foot- long cruise ship for the S.S. Oceanic Lines that once was displayed in a travel agency – and could be “cruised away to your home” for \$4,300.

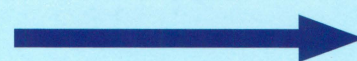
As in the past, the Chicagoland show draws a family crowd of both young and not so young, to browse and shop. Four year old Sydney Krcmarik and dad, Tom, of Antioch, Ill., spent the day shopping for “good buys on jukeboxes, old phones and big old gas and oil signs,” according to Tom. Each found a favorite at the booth of Zap Antiques and Props of Chicago. Sydney hopped on a vintage child’s tricycle tagged at \$495 while dad admired, but didn’t ride, a classic original 1954 Schwinn Black Phantom fat tire two-wheeler that could be pedaled home for \$4,500.

The rainy weather at the start of the show caused some vendors to report “overall soggy sales,” while others said the show was “one of best in many years.”

The next Chicagoland Advertising Slot Machine & Jukebox Show will again be held in St. Charles, Ill., Nov. 9-11, 2012.

Dealers can get information from co-promoter Bob Traynoff at 1-847-244-9263. Show information also is available from co-promoter Kevin Greco at 1-815-353-1593 and at www.chicagolandshow.com.

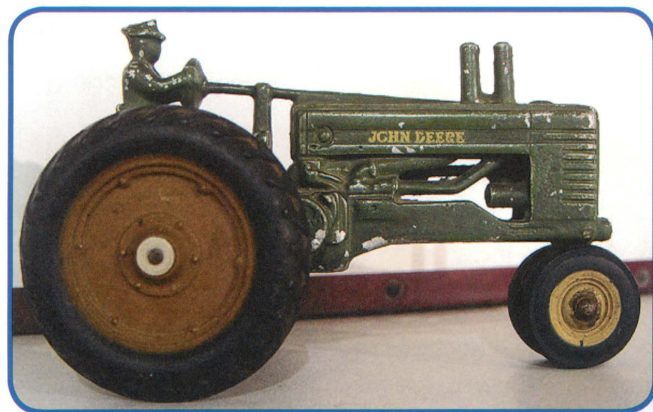
SEE NEXT PAGE FOR PHOTOS





Benjamin Thoburn and Ann Ramirez get ready to unload items brought to the Chicagoland show from Hagerstown, Md.

Bob Bergquist hangs a "sold" tag on a Mills Lion Front slot machine he purchased to take home to Ironwood in Michigan's Upper Penninsula.



Dale Robinson, a member of the Robinson Family which runs the nearby Kane County Flea Market, offered a line of farm toys and literature including this toy 1950 John Deere farm tractor priced at \$175.



Four-year-old Sydney Krcmarik and her dad, Tom, of Antioch, Ill., check over the vintage bikes offered by Zap Antiques and props of Chicago.

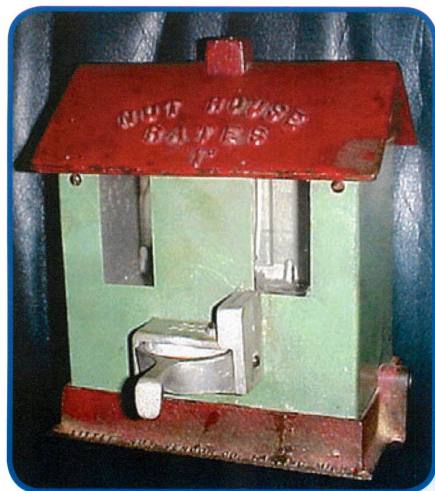
For \$25,000 you could play this 1895 cast iron Mutoscope coin operated machine – Great-grandpa's version of a video machine -- brought to Chicagoland by Robert Wendland of Stevensville, Mich.



Robert Sledge "drove 11 hours straight through" from Florence, Ala., to set up at Chicagoland with a truckload of vintage advertising signs including this tin 3-by 5-foot Coca-Cola sign priced at \$1,200.



Steve Harley of Pensacola, Fla., uses a pair of 1428 jukeboxes to rest a moment while setting up at the Spring event.



For \$5,000 and one penny, you could get a handful of peanuts from the Nut House cast iron vendor offered by Paul Hindin of Mequon, Wis.

Restoring the Exhibit Supply Bicycle Trainer

By Jon Huppenthal



Sometimes in the course of pursuing a hobby one encounters the need to learn about something that is seemingly totally unrelated. Such was the case when I came across a very rare and road weary Exhibit Supply Bicycle Trainer. This rather unique example of an athletic training machine allowed the “trainee” to show how fast he could pedal a bicycle. As stated in the flier, this was “A Great Machine for OPERATORS Around Military Camps, In Taverns, Bowling Alleys, Sporting Events, Dance Halls, Everywhere there are Holiday Crowds”. Unfortunately they were referring to the holiday season crowds of 1941 and all production would be stopped not long after its introduction.

When I started this project I had a pile of parts, some of them wrong, a copy of the flier and the original patent which had only a passing resemblance to the actual game. Like many arcade games that utilized existing toys so did the Bicycle Trainer. The difference was that this game's toy is a full size 26" Schwinn bicycle and it was this aspect of the game that would require me learn a lot about pre-war bicycle restoration. The first job was to figure out how the “automatic patented brake” mechanism mentioned in the flier even worked. After disassembling the rusted and grease encrusted control mechanism located in a box below the crank and comparing it to the patent I was able to figure out its operation. Unfortunately it did not make sense that the assembly I had in hand would work with a cable actuated caliper brake

as shown in the patent and as found in my pile of parts. It was this discrepancy that started my education in bicycle restoration and a bit of photo analysis. It turns out that in the late 1930's most Schwinn bikes used a rear drum brake that was actuated by a pull cable on the left side of the bike. By looking at the “photo” in the flier I was able to discern that there was a horizontal bar running from what appeared to be the drum brake actuator lever to the gear box located under the crank. My gear box also had a small vertical slot at the precise point where this bar was shown.

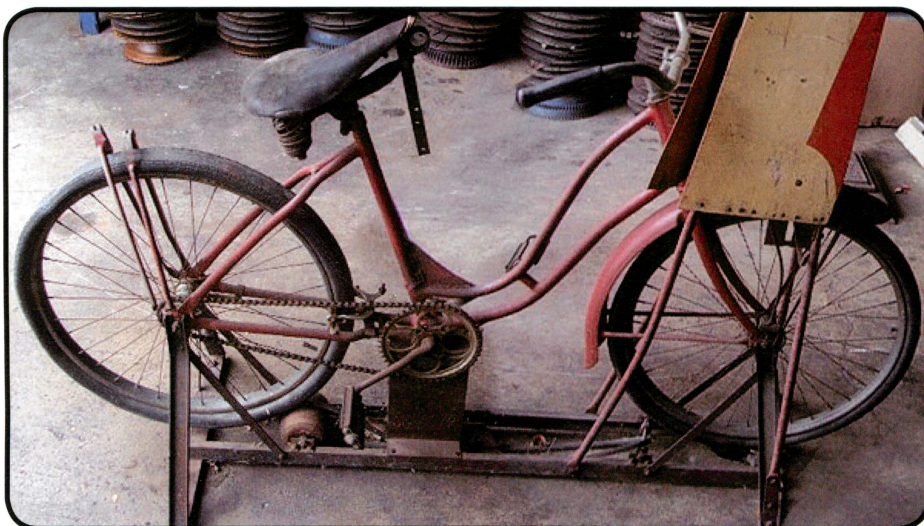
I now knew how the game operated. Once coined, the gear mechanism is reset and a pick up wheel located on the crank of the bike turns a worm gear that rotates a cam in the gear assembly. After a certain number of pedal revolutions, about 20 seconds for me, the cam causes the bar to the drum brake to pull forward actuating the rear brake and stopping the game. As the rear wheel rotates it is linked by two wooden rollers and a belt to the front wheel which is equipped with a standard Stewart Warner speedometer pick-up of the era. This in turn drives a very large speedometer dial that is equipped with a maximum speed hold feature so that the player's top speed is held until the game is coined again.

Now all I had to do was to acquire the correct bicycle parts to make this all happen. Over the years previous owners had tried to accumulate parts but many, like the coaster brake equipped rear wheel, were wrong and it turned out

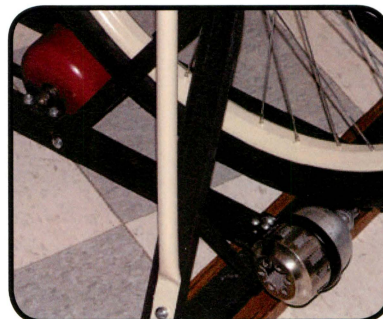
that I was “only” missing the correct rear wheel, drum brake hub, rear fender, chain guard, skip tooth sprocket and chain. In my quest for these parts I discovered two very beneficial things. First, there are a wealth of people out there selling NOS, used and reproduction parts for pre-war bicycle restoration. Second, these all cost significantly less than most parts needed for arcade game restoration. This allowed me to acquire all the parts I needed, as well as replace some that were in poor condition, in about a year. Along the way I also learned how to reupholster bike saddles and was fortunate enough to find NOS material with the manufacturer’s name correctly embossed on it to use.

One thing that was not available was the skirted rear fender shown in the flier. It turns out that all pre-war Schwinn girls bikes, such as that used in this game, had a series of holes spaced about every 2” around the radius of the fender on both sides. This was to allow girls to lace string from these holes to the hub to create a shirt guard and I have found photographs of several very ornate patterns that these kids created for this purpose. I speculated that these holes were used by Exhibit to rivet metal skirts in place as shown in the flier. To accomplish this I bought and learned how to use a bead roller to create the panels and then riveted them in place producing a very nice looking skirted rear fender.

After completely sand blasting, rewelding and painting the bike and mounting frame and repairing and repainting the head, it was time for reassembly. However I still had a few pieces that did not show up in the patent or the flier and were not installed anywhere when I got them. After quite a bit of head scratching and putting on my “how would I cheat this game” hat I was able to figure it out. If a local juvenile delinquent coined the machine, but held the coin slide pushed in, the counter gears would be held in reset and he and his friends could skip school and pedal forever. The parts I had left over turned out to be a large steel hook mechanism that would insert itself into the spokes of the front wheel when the coin slide is pushed in. This would prevent any wheel rotation until the slide was pulled back out and the counter gears engaged.



With this in place the Bicycle Trainer was brought back to life. At this point I decided to add one period correct upgrade that I came across in my research that could be easily removed by a future owner. In the late ‘30s and early ‘40s



Schwinn offered an optional Persons Majestic brand mechanical siren that would scream like a fire engine siren and was powered by the rotation of the tire. I acquired and mounted one of these to the frame of the game near the front tire and it

now provides a great speed dependant audible attract mode when the game is in operation.

Today the Bicycle Trainer stands next to other great games from the same era including my Tommy Gun and Tokyo Raider. The only other addition to the game being contemplated is a possible cup holder since for many of my gameroom events, “alcohol is involved”.

Jon Huppenthal lives in Colorado Springs, Colorado and has been collecting and restoring arcade games for 20 years. While he has a very diverse collection of electromechanical games from the ‘20s thru the ‘60s, he is particularly interested in wartime and aviation themed games. Jon can be reached at hupp2@mindspring.com or 719-495-4030.

The illusion of motion



Roger Smith

How rubber paint lead to the most widely recognized name in gum

The Greek philosopher Zeno of Citium (circa 495-430 BC) formulated paradoxes that defended the belief that motion and change are illusory. Among vending collectors the name Zeno is recognized for iconic wooden and bright yellow porcelain wall-mounted gum vendors. Some recognize Zeno as a maker of early chewing gum. Fewer still are aware of the part the Zeno Manufacturing Company, and the business men associated with it, played in the twisting, sometimes serendipitous course, from rubber paint to world recognized brands of gum. What follows is that story...

Rubber paint beginnings

In 1856, Nelson C. Brewer moved to Cleveland, Ohio, becoming a druggist, banker and business man. In 1868, he founded the Rubber Paint Company of Cleveland, and made Charles Anns the president of the Chicago branch when the company expanded there. As the oldest manufacturer of mixed paints in America, the company would go on to win international recognition, winning the "first award" at the Chilean International Exposition (1875), the World's Columbian Exposition (1893) and the Louisiana Purchase Exposition (1904). Their technique for including various additives, including "India rubber," to the paint resulted in superior sealants and coatings. As a paint company, they flourished, and by 1899, they had 35 women and 115 men working in their Chicago operation alone.

Amariah G. Cox (1849-1941) gave up his job in the tug and salvage business and began working for the Rubber Paint Company January 1, 1874, for \$1,000 annually. Within the year the company placed him in charge of the Chicago branch, replacing Anns, resulting in a tripling of the Chicago business. Shortly thereafter, he became the exclusive handler for Carter White Lead Company in Illinois,

Indiana, Wisconsin, and Michigan, rapidly expanding its sales to become the preeminent world supplier. To increase paint business with less personal sales work, he conceived and sold the idea of putting paint departments in large department stores; something common place today, but a novelty then.

W. N. Brewer, son of Nelson (and Caroline) Brewer, grew up in Cleveland and after attending Williams College in Massachusetts (1878-82), joined his father's company, working in the Chicago office. Meanwhile in Cleveland, future gum magnate William J. White began dabbling in making chewing gum about 1876, and introduced it commercially in 1886. The Brewers experimented with making chewing gum and were finally successful after a few years. Unable to sell the gum themselves, they asked Cox to try, though he had little interest in the product. In 1890,



The American Farmer, 1875

W. N. Brewer helped to found the Rubber Paint subsidiary, the Zeno Company, to make the chewing gum, with George McNaughten Vial as vice president. Chewing gum was still somewhat of a niche product and the performance of this product line was still not what the company might have liked – so much so, that for the first year the Zeno name did not even appear in the Chicago city directory.

(Brewer would leave the company in 1903, to organize the Otis Lithographing company which found success printing theatrical posters.)

A. G. Cox's sales of the Carter White Lead products was so robust, that the owners of that company offered him a 10-year contract, at six-times the salary, if he would work directly for them. When Cox went to the younger Brewer with this news, Brewer was not able to make a counter offer, but hinted that if Cox and Orlando Buck, the office's superintendent and son-in-law of W. N. Brewer, wanted they could buy the business on liberal terms. Neither Cox or Buck had enough funds to buy the company outright, but they did work out a deal to complete the sale over a seven month period.

On November 1, 1891, the first payment of \$50,000 was made to clinch the deal. Despite hard work to raise the remaining \$50,000 it appeared that Cox and Buck would fall short. On June 1, 1892, a last minute deal for a one-half interest in the company made with H. M. Hooker, one of the leading paint and glass wholesalers in Chicago, allowed the last payment to be made and the firm, which included the Zeno Company, was sold. (Cox and Buck did not particularly want the gum company, but Brewer insisted on getting rid of it. Interestingly, George M. Vial, Vice President of Zeno, had begun his career in paint in 1868, at the age of 18, working for Mr. Hooker.) Despite this reluctant ownership, the State of Illinois records show that in 1893 and 1894, the Zeno company employed 25 girls and one boy under the age of 16, and 22 women and five men over that age. Though the managers of the paint company seems not to know what to make of their unusual chewing gum subsidiary, it seemed to be thriving.

A fortunate meeting

William Wrigley, Jr., had been the star soap salesman for his father's soap company for many years, and he came to Chicago in 1891 with \$32 (and his uncle's check for \$5,000) in his pocket to open up a new market and provide a living for his new bride. When Wrigley sold soap for his father in Ohio and Pennsylvania, he hit on the idea of providing retailers with a premium, which they could keep or give to the customers. This idea played upon greed, a perceived sense of partnership, and 'a little something

extra' that could set Wrigley and the products he sold apart.

His premiums, both successes and absolute failures, were many and varied, reflecting the tastes of the Gay Nineties. They ranged from women's purses to store fixtures, from fancy goods to cheap flatware. One of Wrigley's premium successes was a cookbook featuring recipes using baking powder, given away as a premium with 50-cent baking powder tins. At its peak, Wrigley was sending out 50,000 cookbooks a month.

The baking powder and cookbook were such successes for Wrigley that in 1892, he dropped selling soap all together. As a premium Wrigley offered two packs of spruce or paraffin chewing gum with

each ten-cent baking powder can. It wasn't long before the premium was once again the product, and within the year chewing gum was the only product Wrigley offered.

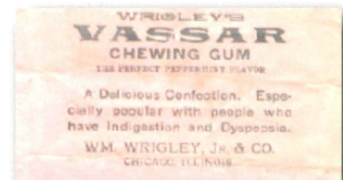
To find a supplier for his gum, William Wrigley first went to speak to Jonathan P. Primley, the owner of the young and successful gum company located at 1519 Wabash Ave, in Chicago. Mr. Primley kept the impatient William waiting for ten minutes – something the always-punctual

Wrigley did not like. Wrigley stormed out loudly announcing that he would look elsewhere for his needs and approached the Zeno Company. At the time, Zeno was making wax or paraffin-based chewing gum, but Wrigley wanted his produced using the chicle base that was increasingly popular due to the success of Adams in New York and John Colgan in Louisville.

The first gum Zeno made for Wrigley was called "Lotta Gum," as a play on words implying that the customer would receive "a lot of" value for their money.

This brand did not catch on and was retired within a few months. At Wrigley's partner's suggestion, he chose

the name Vassar for his next offering. This was pared with a Vassar oil lamp in a premium offering and driven by either the gum or the premium, sales picked up. Next Wrigley brought out "Manna, Smyrna and Youcanchu" brands but these, too, were



soon eliminated. In 1893, despite failures by other gum makers to capitalized on the flavor, Wrigley turned to "Spearmint" and, imitating Adam and Primley, "Juicy Fruit." (Sales of spearmint were very sluggish until 1901, when a major advertising campaign, and premiums, finally made this a popular brand.) By 1895, the Wrigley company was finally listed in city directories under chewing gum companies and not soap.

Except for a few boxes of chewing gum bought from a Chicago maker named Borg (172 S Clinton St.), in 1893, Wrigley's gum was exclusively produced by Zeno. It was even one of the artists employed by Zeno's printer who designed the spearmint label for Wrigley. Wrigley was the largest customer, but not the only one for the Zeno company. Zeno produced chewing gum for its own brands and for various other concerns.

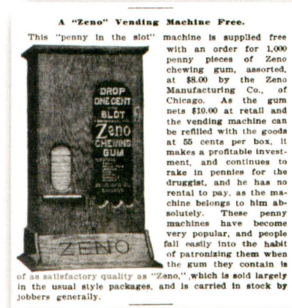
Independent growth

Cox and Buck had always been early adopters of technology and had installed machines that helped to wrap up to 250 boxes of gum a day. Frank B. Reddington had worked as a supervisor in the Zeno

factory where he noticed that forcing higher production from the girls who packed the gum resulted in sore and bleeding fingers. He left the company and, in 1895, patented a gum wrapping machine capable of wrapping 700 to 800 boxes of gum a day. This machine was sold to Zeno and to other manufacturers. It was even sufficiently sophisticated that it flipped every fifth stick so that the end flaps all pointed inward in a pack of five.

1893 also brought the introduction of the first Zeno vending machines. Patented August 1, 1893, the patent had all the elements that collectors have

come to recognize in the familiar wooden and yellow porcelain machines that have survived to today, even though it was not patented by or assigned to the Zeno company. Though the patent showed a short case with wide window to display the gum, the coin path and clockwork mechanism varied



1899



little from what was produced by Zeno. While Wrigley sold all of his product through jobbers and distributors, these machines allowed Zeno to also sell directly to the public. The design was weather resistant, allowing merchants to place the machines outside their establishments to expand selling opportunities. The earliest machines were wooden with smooth sides and a lower coin entry.

The next model carried more embossed advertising on the sides and a coin entry raised to improve the reliability of the coin's descent into the machine.

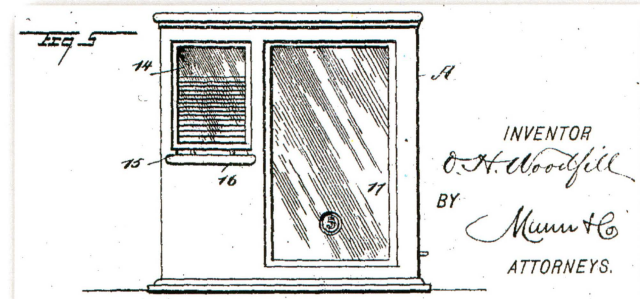
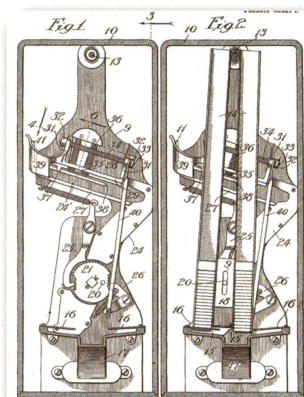
(In 1904, Orlando Buck patented an improved slug ejector.) Whether to avoid the ravages of the elements or vandals, the machine was next sheathed in lithographed sheet metal before taking on its final incarnation as a robust, enameled steel case of the size and shape of the small case Pulver machines springing up everywhere. Later Zeno machines were known for their famous "red stick," a red-wrapped stick of gum that entitled the lucky patron to a free five-cent package of gum from the merchant.



entitled the lucky patron to a free five-cent package of gum from the merchant.

In 1909, Mortimer B. Mills patented a new version of the Zeno machine for the company, using an oscillating set of 2 stacks of gum. This unusual design appears to have never been put into production.

Because of rising fees for chicle charged by brokers, in 1895, A. G. Cox bought a 1,500,000 acre chicle plantation from J. E. Plummer of British Hon-



duras. This assured him of a constant and reasonably priced supply of the key chicle ingredient of chewing gum. He was in the business to stay.

Divestiture

While the Rubber Paint Company in Chicago continued to prosper, with 35 women and 115 men employed in 1899, (all over the age of 16), sales for the gum business were limited until the rising success of the Spearmint and Juicy Fruit brands, which began between 1901 and 1905. Zeno took a cue from their biggest customer when they offered prizes and premium themselves, but as an outsider to the much larger "chewing gum trust" (American Chicle Company, incorporated on June 2, 1899), Zeno remained a small player. Zeno, did however, survive a fire that started in the building of the Peninsula Stove Works, 156 Hanburn Street, in Chicago and spread to the building occupied by the Zeno company, doing \$500,000 in damage.

The greatest boost to the Zeno company came in 1907. An offhand comment at the Chicago Athletic Club between A. G. Cox and Phillip Elting resulted in sale of the Rubber Paint Company and its subsidiary the Eureka Elastic Paint Company to the Adams & Elting Company. This was one of the largest acquisitions in the paint trade to that date and made Adams & Elting the largest paint specialty and wood finishing supply house in the country. ("Everything that goes on with a brush can be secured from them.") It also allowed the separation of the chewing gum and paint businesses. The newly liberated and renamed Zeno Manufacturing Company was incorporated July 20, 1907, with A. G. Cox as its head and George M. Vial as vice president.

A very friendly takeover

William Wrigley, Jr., and Amariah Cox were similar men in temperament, demeanor and style and they hit it off from the very beginning of their business relationship. They both were managing young and growing companies, financed at times on a week-to-week basis with bank and corporate loans. The two men began a habit of weekly luncheon meetings that grew into a several times a week ritual. At these

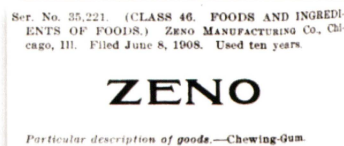
lunches they would form strategies, design packages, make future business plans and talk finances. With Wrigley as the biggest customer of the Zeno company, the fate of the two companies had become intimately and forever intertwined.

In 1909, William Wrigley, Jr., decided he had to have control of the chewing gum manufacturing that carried his name. In his discussions with Cox, he offered to merge with the Zeno Manufacturing Company. Initially there was some resistance, but Wrigley insisted that he have control of "his" chewing gum, even if it meant he had to build his own chewing gum factory. Despite the threat, some of the minority Zeno shareholders were reluctant.

Wrigley was a much beloved business figure, celebrated for his fair dealings with employees, which included free laundering of work clothes, free manicures for women workers, free life insurance, and a guaranteed annual wage. He was also the first employer in the United States to give the two-day weekend. True to his dealings with others, Wrigley believed in a fair deal for everyone and recognized the debt he owed to the Zeno company for his own success. In this spirit, Wrigley made a more generous offer to the stockholders that was accepted, and the deal was signed in November 1909. On January 1, 1911, the Zeno and Wrigley firms merged, and Wrigley began manufacturing its own gum. Amariah Cox became vice president and treasurer of the Wrigley Company upon the merger, staying on with the company in various rolls until the late 1930s.

Interestingly, Nelson Buck (son of Orlando Buck), who had joined the Zeno company directly out of college in 1904 and left Zeno in 1906, became a purchasing agent for Wrigley (until 1908), assistant superintendent (1909-1911) and superintendent (1911). In 1914, he was made general superintendent of all the Wrigley Company's factories (replacing his father in the post), coming back to his family roots in the manufacture of chewing gum and now absorbed Zeno company.

Amariah G. Cox left an estate of some \$4,000,000 upon his death in 1941. Federal and state taxes took about half of this, and Angie Williams Cox (his wife of 45 years) received one-third of the remainder.



August 8, 1908, Trademark



Tales of the Hunt

Hosted by Jack Freund

*While this is not exactly a story of a great find, it lays the foundation for many of our hunts and successful finds. This story comes from **Joel Finkel**, Northbrook, IL. He describes a time frame from after World War II to the 1980's. He calls it:*

“My Vending Times”

Many articles have been written regarding the beauty, durability and the thrill of hunting and finding old coin op machines in vending, amusement and gambling. Not much, if anything, has been said regarding the fact that many vending and game routes were family businesses. Many of these operators worked out of their homes, a small garage or a small store off of the main drag. They established vending routes for peanuts, gumballs, candy, coffee, and soda pop, as well as gaming and music routes. The time from after WWII thru the 1980s was the heyday for these small businesses.

This was before what I call the “pantry mega gas stations” came on the scene. Instead, gas stations were small, with two bays for mechanical work. A perfect spot for a candy or gum machine and an 11 column cigarette machine. If you remember, a very high percentage of people smoked in those days. There were also many small factories that employed 15 to 20 workers and on up. Tons of small restaurants and coffee shops that served breakfast and lunch for the working people. There were many shot and beer joints, or the fancier cocktail lounges. Not fancy sports bars, just neighborhood joints.

There were many advantages to starting a vending route. You could start out part time. Product was available from local distributors, so you didn't have to buy in huge amounts.. Instead of having to buy 100 cases from Mars or Curtis Candy Company, one could go to the local candy and tobacco distributor and buy his immediate needs.

You could work with other vendors and share locations. One would have the candy and cigarettes and the other the coffee and soda. The object was to build the route working evenings and weekends, until such time that you could work it full time. The operator was the route man, the buyer, bookkeeper, mechanic and he was also in charge of finding new accounts.

Remember, this was before cell phones, and pagers were just getting started. Many operators had answering services (a thing of the past). Answering services were most important, especially if your wife worked, or there was no one available to answer the phone. An empty or malfunctioning machine could not take in any money so most operators called in to their answering service 2 to 4 times daily.

So the whole idea was to place machines on location, get them going, service them, canvas for new stops, work with a bank or distributor to have a floating line of credit so you could add new equipment as needed, keep cash flow going until the day came that you could do it full time.

As many people were doing this same thing, some gave up or sold out to a competitor. In some cases you could double your number of locations overnight and get an experienced employee at the same time, if need be.

Traffic in metropolitan areas was no where what it is today. It was much easier to get around. There were half the stop lights, parking meters were one cent for

12 minutes, a nickel for an hour. This was great if you were working taverns and small restaurants. The cost of a van was \$2800 tops and gas sold for 28.9 to 32.9 per gallon.

On the subject of commissions paid to the owner of the location, the going rate for candy, milk, soda, coffee and chip machines was 10-12% tops. Games and amusements were a 50/50 split (anything that did not vend). Cigarettes were another story as it was so much per pack sold. There was a variance as to the type of location (a nice supper club vs. a shot and a beer joint. Also, the operator in most cases paid for the cigarette machine license, a big perk for the location owner. The machines held down pilfering, as many a bartender "forgot" to pay for the pack of smokes he pulled out of the self-serve rack or the two packs for one he slipped to a good looking gal or just gave her a pack at no charge.

One last thought, if you could place a Juke Box, a Pinball Machine or a Pool Table in a high volume location, you could split with the owner 50/50, pay a nickel a pack on smokes, you and the owner of the location could make some serious cash. Game operators were a tougher breed than the vendors as it was a lot of night work and handling of a lot more money. You could drive around in a nice car with maybe a safe in

the trunk, a can of Windex to clean the juke box and pinball, install three new records for maybe 60 cents each, wipe down the machines and split with the owners. A vendor, on the other hand, had much more going on during the daytime. He had a lot of schlepping of boxes of candy and gum, bags of coffee, bottles of Coke Syrup, etc, etc.

One last thought...you have not lived if you have not pulled a Canadian nickel or a slug out of a juke box on a Friday night at about 11 PM on Chicago's great South Side to KEEP THAT MUSIC PLAYING!! I'm thinking it was 1962 and I was 22 years old. What great memories.

A very interesting article. I know that there are many more interesting stories waiting to be told.

Please send your story or "Tale Of The Hunt" to Jack Freund. E-mail at jbgum@msn.com or mail to me at PO Box 4, Springfield, WI 53176.

Don't you think it is about time to share (brag about) your good fortune with the rest of us collectors? Don't wait, do it now.

15 DAY SERVICE

Chrome Plating

15-DAY SERVICE

Specializing in
CLASSIC CARS

- Over 20 Years of Show Quality Plating -

Speed & Sport Chrome Plating

404 Broadway, Houston, Texas 77012

(713) 921-0235 - CRAIG BIERMAN

speedsportchrome.com

15 DAY SERVICE



VintageVille

OVER 2,500 UNIQUE VINTAGE ITEMS FOR SALE

**A Virtual Town Of Old
Stores Located
Somewhere In the Past**

Dine Store - Rx - General Store - Gas & Oil
Magic Tricks Gags & Pranks - AG - Pin-Ups -
Tavern - Ephemera - Tobacco Store - Penny
Arcade - Tins & Trays - Coin Operated
Machines - Dairy Parlor - Drive In - Candy
Store Items - Soda Fountain - Old Advertising

www.VintageVille.com



Two-Bit Restorations

Slot Machines and Coin Operated
Gambling Devices from the Past
Museum Quality Restoration and Repair Services

Jeff Frahm

(314) 910-9346

www.twobitrestorations.com

SLOT MACHINES

TRADE STIMULATORS

JUKE BOXES

Coin-Operations

Paul Hindin
3712 W. Scenic Ave.
Mequon, WI 53092
262-242-3131 or 414-559-9681
E-mail: Bedvibr8or@aol.com

We buy, sell, and trade.

GUM & PEANUT MACHINES

ARCADE MACHINES

"Shock!" She Wrote

by John Peterson

Who among us does not love a good mystery? If that's you, then put on your thinking cap for today's story is a puzzler.

As I have pointed out over the years, the makers of British games seldom put their imprimatur on their product. The reasons varied but the two most reasonable explanations were a desire to escape the long arm of the law when gambling came under fire from the local authorities and the small batch output of many manufacturers. The unintended consequence of this practice is that half a century or more later, attribution is difficult in some cases and impossible in others.

Another charming factor that sometimes enters into play was the propensity of operators to modify their equipment over time to either make it appear fresh for the players or to fool the constabulary into thinking what they were looking at was not really what it seemed to be. All of these elements are present today as we examine my latest acquisition.

Photo A is another sterling example of a game gussied up in Showman's paint. We've talked previously about this practice by fun fair operators adding

these appealing paint schemes to older games in an attempt to spruce up the machine and attract players. I must confess, I love this naive carnival art form. The scrolls, fleurs de lis and flourishes are remarkably similar among the other painted games that I own. Were there many artists copying each other or were there only a few practicing this art? I challenge my British brethren to look into this area and come up with new information. Please!

Those of you who have more than a passing knowledge of foreign (as in non-American) games are already shouting: "This is not a puzzler; this is a Bajazzo!" And you would be right. This game started life as a clown catcher, also known by the original French clown designation: "Bajazzo." Bajazzos were made in France, Germany and England. Just as a side note, the American company Arcade Supply Company had a brief and unsuccessful run with their version called "The Clown."

This particular Bajazzo was manufactured by the British company Pressers, Moody, Wraith & Gurr Ltd. of London in the 1920's. I am certain of this because on the left outside panel of the game stamped into the wood are the initials: "P.M.W.G." Case closed? No,

case just warming up.

The Bajazzos originally had a clown figure, **Photo B** as the catcher. You can clearly see that this game has a shield rather than the traditional clown. Additionally, the usual placard behind the clown reads:



Photo A



Photo B

“Put penny in slot, turn handle on right until Ball falls from Top hole. Endeavor to catch Ball in Clown’s Hat by moving Knob on left. If successful the bell will ring and a Check will be delivered automatically and a ball returns for play.” This same instruction card is attached to my game playfield but you cannot see it because it is covered over with a different card, **Photo C**.



Photo C

If this were not confusing enough, on the opposite side of the game from the the P.M.W.G. stamp, “SAMC 219” is stamped into the wood case. Further exacerbating paternity are two ink stamps inside the game. Both of these say “Automatic Slot Amusement Supply.” All that’s missing is the ubiquitous pen and ink “Kilroy was here” and someone’s initials carved with a pen knife. Clearly, this lovely courtesan has worked for more than one master in her checkered past. Let’s see if we can sort things out.

This game is almost identical to another Pressers clown game that I own, **Photo D**. Ironically, both games have Showman’s paint. The blue game playfield hardware is chrome, the yellow game has brass. Clearly, this yellow game originated from the Pressers’s fac-

tory. It originally dispensed a token or “check” to be redeemed by the operator after a successful catch of the ball by the player.

After spending time as a normal Bajazzo, this game came into the possession of q, the Streets Automatic Machine Company. Like many British coin-op companies, Streets had multiple permutations from start to finish. Originally founded as Harry Streets & Sons in the 20’s, they became Streets Automatic Machine Company in 1933. Suspended during World War II, they continued in some fashion into the 1970’s, evolving from table games early on, to importing American pinball, to finally kiddie rides and music systems.

Somewhere between Pressers and me, the game also fell into ownership of Automatic Slot Amusement Supply. I can find no reference to this company in any of my materials. As noted, they ink stamped the interior of the game, twice, so they were either an operator or possibly a middleman. I am positive that Streets most likely was responsible for adding the shocker feature to this catcher and turning the game from one that paid out into one that was strictly “Amusement Only.” I base this on the fact that no reference to Automatic Slot is extant today while Streets Automatic is fairly well documented as having a robust trade in their own games as well as games produced by other companies. The conversion was professionally done thus supporting the conclusion that a well established firm was responsible for the game’s evolution.

The function of the game now is straight forward. **Photo E** is the mechanism. Upon deposit of a 1D (old) British penny, a circuit is completed and the two handles on the front of the game are “hot.” After refreshing yourself with a jolt or two of as much “life”



Photo D

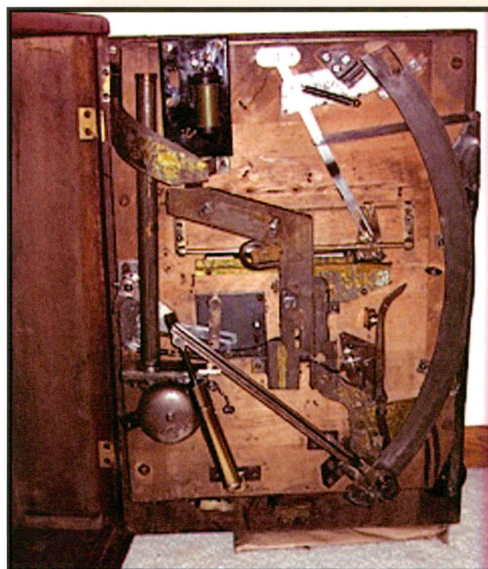


Photo E

as you can tolerate, you raise the ball to the top of the playfield by way of the “T” handle on the right. Doing so breaks the electrical loop circuit and shuts off the shocker mechanism. You can see that the “Electricity is Life” card blocks out the original card that promised a “check” for a successful catch of the ball. Now, catching the ball delivers only a ring of the bell and a return of the ball for another go. To receive another electrical poke, you have to deposit another penny. There was no need to modify the original pay out mechanism of the game; the operator just left the internal token pay-out tube empty. Once a gambler, the game is now strictly an amusement device. This conversion is further emphasized by the subtle replacement of the clown with a generic shield. Goodbye Mr. Bajazzo; hello Suzie Shock-Your-Shorts.

This game came up recently for sale on US Ebay. It was advertised as a shocker, which it is by way of modification. It was also priced as one of the rarer early American shockers, which it is not. The starting price was too high and the auction attracted no bidders. As I will do most of the time, I contacted the sellers dur-

ing the active stage of the auction and offered them the correct information regarding the manufacture of their game. After the auction ended with no takers, we were able to agree upon a satisfactory price and I became the newest proud owner of this delightful piece of British arcade history. I asked the sellers how they arrived at the very high starting price for the machine. Their reply: “We asked a collector. He gave us the price, saying he had never seen one of these before.”

I’ll skip the editorial comment other than to say that if you’re trying to sell something and your “expert” admits he or she has no idea what you have, start with a low opening price. The market will ultimately tell you the true value. That is solid advice, normally. My next story, “The Good, the Bad, and the Ugly,” will illuminate this recommendation and turn it on its head.

But that’s for another day. Mystery solved? I think so. Shocked? Definitely! If you want to shock me, I can be reached at: jp4@charter.net.

Until next time, good hunting!



Johnny Duckworth (816) 835-3316

www.kccoinop.com

Mills SLOT MACHINES

The
Complete
Service
Manual
For



Mills Slots From 1906 Until 1969

by Marshall Fey



Liberty Belle Books \$25.00

Two-Bit Restorations

Specializing in the total restoration of
the Bally Reliance and Buckley Bones
dice machines of the 1930s

Jeff Frahm

(314) 910-9346

www.twobitrestorations.com

EVERYTHING FOR YOUR GAMEROOM - FUN & UNUSUAL NOSTALGIA ITEMS -

33, 45, 78 rpm Record Players • Kiddie Rides • Phones
Cash Registers • Lollipop Scales • Diggers • Mutoscopes
Repair Manuals • Popcorn • Slot Stands • Record Sets
Fortune Tellers • Gas Pumps • Neon • Gumball • Vending
Slots • Jukes • Coke • Video • Pinball • Gambling • Neon

FREE Email Newsletter - FREE Classified Ads

www.GameRoomAntiques.com

OVER 100 WEB PAGES - NEW STUFF EVERY WEEK

If you own a Bally Electro-Mechanical
be sure You Own this Manual

Bally SLOT MACHINES



The
Complete
Service
Manual
For

SERIES E 1980-1986



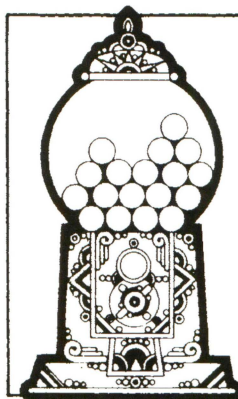
LIBERTY BELLE BOOKS

\$25.00

Marshall Fey

Series E Manual also Available.
\$25. plus \$4.95 Shipping.

Marshall Fey
2925 West Moana Ln.,
Reno, NV 89509
(775) 826-2607



GUMBALLS GALORE - WANTED -

- ANTIQUE ADVERTISING
- NEON CLOCKS & SIGNS
- SODA FOUNTAIN COLLECTIBLES
- GUM RELATED ITEMS
- COUNTRY STORE ITEMS
- COIN OPERATED MACHINES -
GUM & PEANUT, SLOTS,
JUKE BOXES, COKE MACHINES

Randy & Sue Razzoog
716 Fairfield N.W.

Grand Rapids, MI 49504
(616) 453-8044

E-Mail: jbgum@msn.com

CEL: 262-203-0036

SLOTS OF FUN

BUYING VENDING COLLECTIONS
BUYING TRADE STIMULATOR COLLECTIONS
LARGE OR SMALL . . . I BUY THEM ALL

JACK FREUND
P.O. Box 4
Springfield, WI 53176

CALL ANYTIME
262-723-7341
352-854-9242

Boyce and Its Unique Machines

by Bill Howard



Juggler



Over the Top



Patience Developer



Wee Gee

Little is known and less has been written about one of the most interesting of the coin operated producers of the roaring twenties, the Boyce Coin Machine Amusement Corporation of Tuckahoe, New York. Dick Bueschel lists seven machines as having been manufactured by Boyce: OVER THE TOP, JUGGLER, WEE GEE, PATIENCE DEVELOPER, PENNY BACK GUM MACHINE, TWO PENNY RACING MACHINE, and RUNABOUT. Yet this historian extraordinaire only features WEE GEE in his all inclusive Guide to Vintage Trade Stimulators and Counter Games, see pages 214 and 112. I have never seen an example of the last three machines mentioned above, and doubt that anyone else has, although I do have the ads for all Boyce machines except for RUNABOUT, OVER THE TOP, JUGGLER, WEE GEE and PATIENCE DEVELOPER are all in my collection and featured on page 132 of Every Picture Tells a Story.

My interest in the Boyce machines originated from my habit of periodically going through every page of every issue of Coin Machine Journal, Automatic Age, and Billboard to collect every ad for every machine that I found interesting as I turned library micro fish wheels into visual oblivion. The unique, interesting nature of the Boyce line stood out over and over again. As I viewed these ads of the four Boyce machines I own, only WEE GEE is in any way comparable in design or mechanics to any other machine that I know of. Nothing compares to JUGGLER, OVER THE TOP OR PATIENCE DEVELOPER.

My first acquisition of a Boyce machine came early on when I purchased OVER THE TOP at Chicagoland. Manufactured in 1925 at a cost of \$10 and billed as "The most fascinating skill challenger of them all", this wall machine was "built like a battleship". See Automatic Age, where its ad appears on page 44 of the

August 1926 issue. The player is challenged to maneuver a penny toward the top of the machine with a metal rod. The machine is all metal. Almost all of the few examples I have seen have been repainted. What is important is that all the labels and castings that should appear on the front are preserved. Like all wall machines, OVER THE TOP is opened from the front.

The next Boyce came from the memorable Dr. Smith auction in New York City when I was able to secure the JUGGLER, the rarest of the Boyce line. This is the only example I have ever seen, and I had been beating the bushes for one ever since I began collecting ads. Manufactured in 1925 at a retail value of \$15, the player was suckered into depositing a nickel into his wall machine and trying to maneuver it so that the front door mounted on the front of the machine would open and a small prize could be removed. You do not see the prize before the door is opened. It is important to remember that 5 cents for this play made sense in the roaring twenties when money flowed and misery was scarce. I believe the degree of difficulty of both OVER THE TOP and JUGGLER in conjunction with the crash of the depression less than four years later sounded the death alarm for the Boyce line. After the depression commenced, Boyce ads simply disappeared.

The rare JUGGLER became the pocket sized version of my next Boyce purchase, the diabolic PATIENCE DEVELOPER. Imagine yourself in a speakeasy in the 1920's, perhaps a little inebriated. You need a drink, maybe even money. You look at a large metal machine with a wire mesh window that entices you with a shot of booze and some money that are illuminated inside. All you have to do is deposit 25 cents and maneuver the coin with the turn of a handle at the front of the machine. But sorry, you don't succeed and your quarter disappears. Think you might be a little annoyed at the course of events? Its no wonder that the ad for this instrument of sickness in the December, 1925, issue of Billboard on page 15 offered this machine at a cost of \$100 because it was made of 1/16 gauge steel. It came in both 5 cent and 25 cent models. And if your frustration got the best of you while you played, you bet-

ter have had a big hammer. Stone cold sober and you rarely win. No wonder that PATIENCE DEVELOPER became an instant favorite with magician David Copperfield when he visited my wife and me to see our collection. I cannot describe how addictive this machine is to play. For years my wife and I put on a local benefit and invited the public to play machines, with all the profits going to the local Children's Home. I will never forget one lost soul who put in over \$20 in quarters in an unsuccessful attempt to free a delicious piece of cherry cheesecake from the window. I ended up feeling so sorry for the person that I opened the back door, triggered the window, opened it and simply give this compulsive loser his cheesecake. Again, the depression, and perhaps even some fire bombings, eventually did in the PATIENCE DEVELOPER. Friend Mike Gorski once remarked that playing this machine felt similar to some of his "learning experiences". I purchased my prize from friends and collectors Ken and Jackie Durham during one of my trips to see their wonderful collection in Washington, DC. Note that my example is complete except that part of the handle is missing. I love this machine and recommended it highly to all other collectors who have an appreciation for the sick mind. Boyce surely did.

After thoroughly enjoying JUGGLER, OVER THE TOP and PATIENCE DEVELOPER, I had to purchase my fourth Boyce, the WEE GEE. At a price of \$10 to operators, this wall machine offered players yes or no answers to a variety of questions posed. It is all original. Be careful, as I have seen this most simplistic of the Boyce models reproduced.

As stated above, JUGGLER is the rarest and most valuable of the Boyce line, followed by PATIENCE DEVELOPER. OVER THE TOP is somewhat rare, and WEE GEE is by far the most common. They all stand out for their structural quality and uniqueness in conception. Little seems to be known of Boyce's PENNY BACK GUM VENDER, RACING MACHINE or RUNABOUT, and I would appreciate hearing from anyone with any information on any of these three unique mysteries.

A conversation with... "Mr. COLUMBUS"

By Scott Carson

When someone mentions the name "Mr. Columbus," if you have been in coin-op more than a week and a half, you know it's Phil Cunningham they're talking about. Phil's passion is coin-op, and his coin-op passion is Columbus Vending. If it's got a star on it, and it's not Texaco, Phil knows the machine.

Phil found his first machine in an antique store in 1975, while living in Pacific Palisades. Of course it was a Columbus - a Model A. It had been repainted and still had 90% of the "bow-tie" decal on it. He said, "It really struck my fancy, and I overpaid for it. Seventy-five dollars is what I gave."

While raising his children, he noticed that every time they came to visit the Von's store he managed, they would beg for pennies for the gumball machines at the front of the store. So he checked with the vendor who serviced the machines, who took him to the "dump," a place in the back of his warehouse that stored old machines until they were junked. He got three Acorns free from the man and he was hooked.

Phil explains that he had limited funds back then and so he hooked up with Tom Cantela of the Antique Jukebox Company in downtown Los Angeles. Tom needed a "grunt" to help on his trips, so Phil went along. In the five years he helped Tom, Phil acquired upwards of 200 machines at prices he says "were ridiculous." For example, while in Amarillo, Texas, in 1980, he remembers picking up 20 Columbus Model A machines with barrel locks for \$10 apiece. "The guy actually felt bad that he charged me so much, no kidding!" Even at that price, Phil had to borrow the money from Tom.



Phil's first machine.



Phil with his favorite, a Columbus "Long Gate."

In the last 35 years, Phil has completely bought out seven vendors. This is how he has been able to finance his Columbus "habit." Every time he would find a machine for his collection, he would justify buying it by selling 3 or 4 machines he got from vendors for resale. He says at one point his garage, backyard, driveway, and five storage units were full of about 5,000 machines. He says, "I guess I was a little obsessed."

He says vendors in the 1930s and '40s would pay \$7.50 for machines full of gum, use them for 30 years, and "be thrilled to death to sell them to me for \$20."

When driving on his numerous treasure hunts, Phil would remove his California license plates and replace them with West Virginia plates. "They thought you were made of gold if you were from California, so I made sure I wasn't," he laughed. "I was able to pay a fair price for machines because they thought I was a regular guy."

One of his best finds was buying out a Ford vendor in Texas. He bought his entire inventory of 1,500+ machines for \$10 each. Phil explains that while the price seems great, the fact that he could buy so many at one time made the deal much sweeter.

Phil's best deal with Columbus machines? "Art's Vending in Clear Lake, Iowa. Eight hundred Columbus machines. We became good friends and he taught me a lot about the little idiosyncrasies of Columbus, like when a penny machine went to a nickel. Or where to place a nickel machine, back when a nickel would buy a loaf of bread dur-

ing the Depression.” He said that Art placed ten Model B (aka Long Gate) nickel machines in the early 1930s. “They came right back to the shop. Nobody could afford a nickel at the time. I bought those 10 from him, along with the other 800. He never used them again.”

Probably his most interesting source for Columbus machines was Bill Enes. Phil says he met Bill in 1980 in Chicago, and Bill would stay at his house when he came out to the Southern California Funfair each year. He said Bill would always bring a couple of very nice Columbus machines, “and he gave me first pick. Bill was so knowledgeable about coin-op. He taught me so much about collecting, and not just Columbus.”

Phil also collects globe molds and produces repro globes from many of them. The Columbus Company decided to close after their factory was destroyed by fire in 1954, and Phil was able to acquire their original molds. He is the source for the #8 and #9 no-star and star Columbus globes, produced from those original molds.

He has molds from other companies as well, from which he produces globes and he sells them all over the world. He has collected various molds just to preserve them for the future.

When asked what was the biggest misconception about Columbus that he wanted to set straight, Phil answered, “Many Columbus collectors who are aware of the 25 cent Model 34 Gamblers believe that there were only 125 of these machines made. I have personally seen at least 100 of them, in various locations like Texas, Chicago, etc. and I



Showing the aspirin vendor lid.

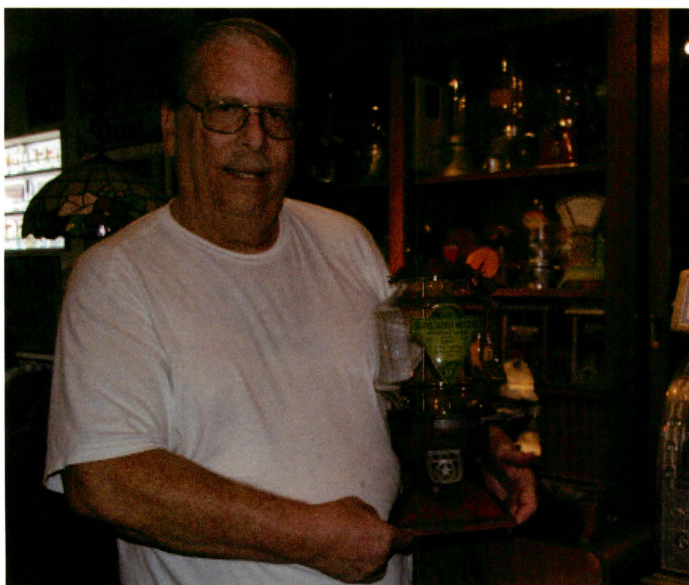
have personally owned 8 of them. So I find it hard to believe that Columbus would tool up in the early 1950s to make only 125 machines.”

His favorite Columbus? “I would have to say the Long Gate (Model B) of the more common machines. Of the rare ones, surely my ZM with the #10 globe and, of course, my aspirin vendor.” Aspirin vendor? “Yes, Columbus made an aspirin machine that looked similar to a Model M, but with a very strange lid. Inside, the aspirin was dispensed in a small tin foil ball that you broke open. Not too many of these around.”



Model A deep coin entry.

So, where did Phil get the name “Mr. Columbus?” He says either Dan Davids (“Mr. Northwestern”) or Bill Enes first gave him the handle. Early in his collecting days, another collector, Skip Conner, had told him to specialize in one company. “You have a chance to get all of the models and maybe variations that way,” he said. So Phil took Skip’s advice and coin-op people soon noticed that all he wanted was Columbus machines. The rest, as they say, is history. ■



Phil’s rare Model A Pistachio, with a #10 globe.

- CLASSIFIED ADS -

WANTED: Have cash, will travel. Collector looking to purchase early vending, gumball and peanut machines and unusual counter-top machines. Also looking to buy sports related counter machines. Top cash paid.

Paul Hindin, 3712 West Scenic Ave., Mequon, WI 53092; Phone: (262) 242-3131 or (414) 559-9681.

WANTED: Golf Ball Slot and Kitty Slot Machine. Also buying German, French and English chocolate and gum machines.

Paul Hindin, 3712 West Scenic Ave., Mequon, WI 53092; Phone: (262) 242-3131 or (414) 559-9681 or Email: BedVibr8or@aol.com; SEE ME AT: drcoinop.com

WANTED: Gentlemen, please, I've been advertising for a year to find someone who has a Berger "The Electric". I can't believe they are that rare. I will pay whatever it takes for a color Xerox of an original award card.

Richard Fague, (650) 755-9407

WANTED: Looking for a Red Cross, Chic-O-Berry and L-Shaped Vending Machines. Also Champion A mech or parts for one.

Ron Pulver: (608) 225-9702; or Email: RSPulv@yahoo.com.

WANTED: MILLS FREE PLAY MINT VENDER. See picture on Page 269 of Collector's Treasury of Antique Slot Machines, Peppi Bruneau, 145 Robert E. Lee Blvd., #206, New Orleans, LA 70124. Phone: (504) 288-1200; Fax: (504) 333-6736; Email: cebruneau@cs.com.

FOR SALE: Beautiful copy of the original Mansfield Mirrored Marquee with clip-on attachment. Complete your machine and greatly increase the value. Total cost with priority shipping and insurance is \$199.95.

Paul Hindin, 3712 West Scenic Ave., Mequon, WI 53092; Phone: (262) 242-3131 or (414) 559-9681 or Email: BedVibr8or@aol.com; SEE ME AT: drcoinop.com

FOR SALE: Replacement back doors for Yellow Zeno machines. Pulver doors, sold out, Zeno \$100. Very limited. Free shipping in U.S.

Paul Hindin, 3712 West Scenic Ave., Mequon, WI 53092; Phone: (262) 242-3131 or (414) 559-9681 or Email: BedVibr8or@aol.com; SEE ME AT: drcoinop.com

FOR SALE: Back issues of C.O.C.A. magazine. \$6.00 each, delivered.

C.O.C.A., 3712 West Scenic Ave., Mequon, WI 53092.

WANTED: Cast iron face plate and rear head plate for an upright Owl Slot Machine. I also need a handle for the same machine.

Phone (815) 539-9898 and ask for Dave. Thank You.

FOR SALE: Parts for many types of gumball and peanut machines, arcade games and trade stimulators. Over 100 different globes, over 450 different decals, over 100 different locks, over 20 different types of rubber feet, plus gaskets, hardware and hundreds of other parts.

Visit our web site at www.CrowRiver.com/coinop.

FOR SALE: Coin-op books. We have over 350 books in stock on coin-op and related subjects. Slot machines, trade stimulators, arcade, jukebox, pinball, vending and others. Many out-of-print and hard to find titles. Check it out at www.CrowRiver.com/coinop.

FOR SALE: Dealer discounts are now available for certain decals in our inventory, 40% off an order of at least \$100 (at net prices). Just call and register as a dealer and start saving money on your decal purchases. Call Roger at (888) 596-4992 for details or go to www.CrowRiver.com/dealer.

FOR BOOKS AND MANUALS go to www.libertybellebooks.com. We have added a new Mills manual that is very well illustrated and lists the numerous parts and their functions of the 3-reelers from their inception in 1906 until their demise in the late 1960s.

PAYING TOP DOLLAR for Counter Top Cigar Cutters. Only interested in cutters that advertise cigars, both single and double cut, with or without lamps.

Contact: Paul Hindin, (414) 559-9681 or Email: BedVibr8or@aol.com

First hard bound book printed in full color on coin operated machines in the last 10 years. Reel Amusement covers over 400 machines with price values for machines under \$5000. There is also a valuable resource guide in the back, listing back issues on Coin Slot, Loose Change, C.O.C.A. magazine and other magazines by topic. send a check for \$75.00 plus \$5.00 shipping to: Tom Gustwiller, 116 West Main St., Ottawa, Ohio 45875.

As we are well into the 21st century I am eventually dumping snail-like AOL and getting up to speed with a new DSL e-mail address.

It is mfey@LibertyBelleBooks.com.

Scratch this address on a nearby wall so ya don't lose it. Will keep AOL address for about a month www.LibertyBelleBooks.com gets ya to my web pages. Good slot history, etc. Marshall (Marsh) Fey Liberty Belle Books.

DEADLINE FOR NEXT ISSUE: AUGUST 10, 2012



Zygmunt & Associates

*For Over
30 Years*

*Juke Box Distributor for the Wurlitzer 1015
((One More Time)) It's a Real Wurlitzer - Over 11,000 Units Sold*

WANTED... SLOT MACHINES



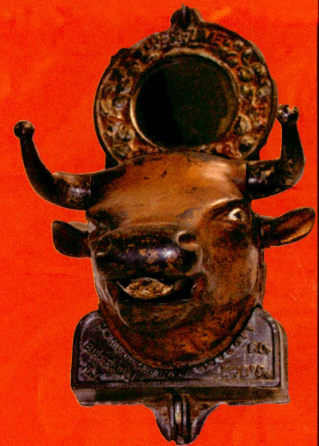
WE WANT TO BUY SLOT MACHINES!

***WE PAY TOP DOLLAR FOR ALL TYPES OF SLOT MACHINES OR
GAMBLING RELATED MACHINES IN ANY CONDITION, ANY QUANTITY,
ANYWHERE IN THE WORLD, AND WILL ARRANGE PICK-UP.***

Our Website is zygmuntonline.com which will show type of machines we are looking for.

Phone: (630) 985-2742 • FAX: (630) 985-5151 • Email: zygm1015@aol.com

P.O. Box 542 - Westmont, Illinois 60559



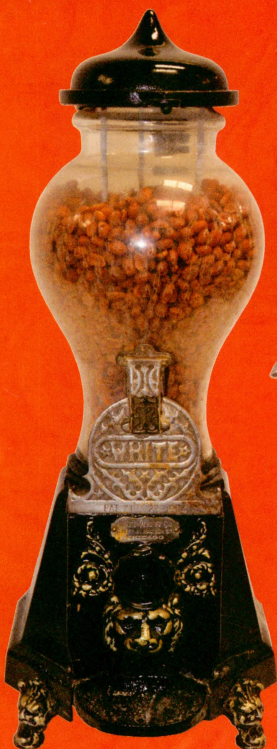
Victorian Casino Antiques has been in business for 38 years. During that time we have sold more antique coin operated devices than any other auction house. When the time comes for you to downsize or liquidate your collection you can count on our experience and expertise to maximize your return.

2012 Auction Schedule

May 4th-6th 2012

Featuring 350+ Lots from the Melvin & Anne Getlan Collection

October 12th-14th 2012



Special Consignor rates for COCA Members

All items in our auctions may be viewed on our website:

WWW.VCAAUCTION.COM

For information or to order a catalog contact:

Victorian Casino Antiques

4520 Arville Street #1

Las Vegas, NV 89103

vca@lvcoxmail.com

Phone (702) 382-2466 fax (702) 382-6513